# Leading Publication in the World of Offset-Letterpress Printing The Included Include

How One Printer Managed Working Capital

Christmas Led to Silverado Press Founding

Newspapers in Color Produced by Web Offset

The Small Printer and His Cost Problems

Customers and Workers Benefit by Economies

1957 Printing Week Plans Now Under Way





EXCLUSIVE – Shorter drop for faster matrix delivery. Steep 70° angle of magazines, combined with shorter matrix drop and one-piece keyrod action, speeds matrix delivery. Eliminates need for frequent cleaning of magazines or matrices. Convenient lever shifts magazines quickly and easily.



**EXCLUSIVE**—Swinging front and keyboard for simplified maintenance. Keyboard and front swing open quickly, and keyrod frame, with "ee" attachment, can be lifted out as unit, opening machine from front to back for lubrication, quick inspection of assemblies, and fastest possible maintenance.





**EXCLUSIVE**—Comet electric pot for efficient heat control. Aluminum block throat and mouth heaters of Comet electric pot assure adequate, uniformly heated type metal supply at all speeds. Individual crucible and mouthpiece temperature controls are housed in box shown. The heaters are easily removed without disturbing the crucible.



**EXCLUSIVE**—One-piece keyrods for trigger-quick action. Comet keyrod frame houses direct-acting, one-piece keyrods which, with 70° magazine angle, give immediate matrix response. Feather-touch keyrod action reduces operator fatigue, cuts down possibility of errors while increasing output. Keyrods and keyrod frame lift out as unit.

No machine equals the Comet's speed—even at "cruising" speeds the Comet breaks straight matter records! And with this speed comes an unequalled ease of maintenance.

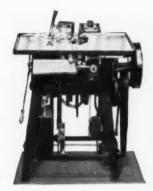
"Fastest... most practical... requires no 'babying'... easiest maintenance ever... rates 100%!"—these are just a handful of the actual comments that characterize the Comet wherever it goes.

There's a reason. For the Comet incorporates the production-building features that are *standard* on a Linotype, and also has *exclusive* features that guarantee exceptional speed plus *unmatched* simplicity of operation and maintenance.

Call your Linotype Agency for all the facts about the money-saving, time-saving Comet.

Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, N.Y.

· LINOTYPE ·



# Ludlow

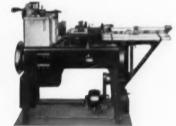


The Ludlow (illustrated above) produces slugline composition from 4 point to 96 point, also ruleforms. Advertising figures and alphabets up to 240 point are cast as individual characters lengthwise of the slug.

The Ludlow Universal Matrix Cabinet (shown in center above) accommodates all sizes of matrices, particularly large sizes, in normal case arrangement. Supplied either left or right-hand pull.

The Ludlow Standard Matrix Cabinet (shown at the left) meets most composing room requirements. Holds 20 cases; available in left or right-hand pull,

# Elrod



The Elrod (shown at right above center) produces leads, slugs, rule and base material ranging in size from 1 point to 36 points. Elrod material is of uniformly high quality. Available with electric or gas crucible.

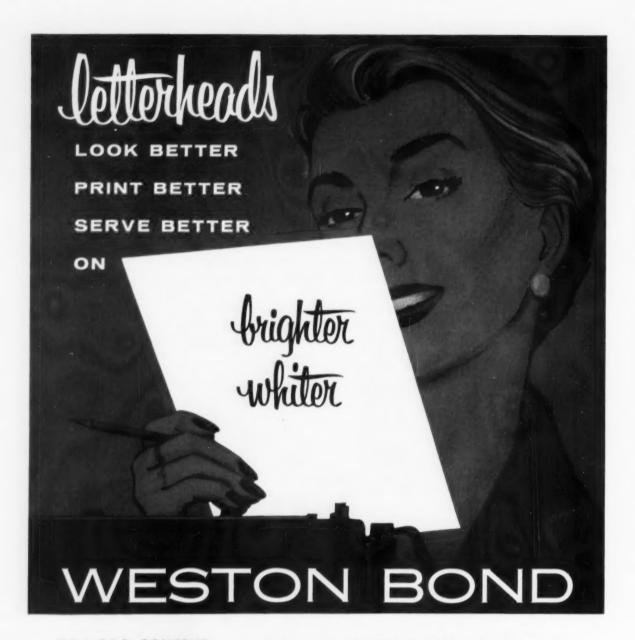
The Ludlow Supersurfacer (shown at the right above) facilitates high-quality printing on any paper stock, reducing press make-ready. It trims a micrometric skin-cut from the face as it is fed through.

The Ludlow Shell-Hi Slug Shear (shown at the right) shears the Ludlow slug shank from the slug-head, converting it to a one-line plate for use with shell-cast stereotypes, and for corrections and additions.



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Brighter, whiter WESTON BOND brings out the best in any letterhead... sets off good design and good printing to the very best advantage.

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#### BYRON WESTON COMPANY

Makers of Fine Papers for Business Records Since 1863

DALTON, MASSACHUSETTS

#### DECEMBER 1956

Vol. 138

No.

# The Inland Printer



#### THE LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

#### LETTERS TO THE EDITOR

#### That Rotary Letterpress Again

Editor, The Inland Printer:

In the Newsletter section of your September issue, you mention a rotary letterpress designed to print from 0.025-inch relief plates.

If possible, we would like to have more information on this machine, sheet size, speed. Is it intended for high quality reproduction, etc.?

For some time now we have known that it is fairly easy to make a wrap-around combination letterpress plate but this is the first indication we have seen that anyone was thinking of building a small press to run such a plate.

-Gordon Croft, Robert D. Croft, Ltd., Toronto.

(Editor's note: We've already been smitten on the knuckles by the press manufacturer, who says he has the press in the design stage, for even revealing that such a press has been considered. When more details are available, you'll get 'amt)

#### Heaven Help Compositors!

Editor, The Inland Printer:

I guess your proofreader got tired of the absence of h's and decided to leave one in. (Proof was attached showing paragraph from "The Last Word" on a country editor who tried to set type without h's or k's.) It's the first error I've ever seen in your great magazine, but don't burn your plant down!

I'm a printing student at Carnegie Tech and a subscriber and I'd like to take this opportunity to tell you how much my wife and I enjoy your timely articles and helpful shop hints.

--Donald J. Van Sciver, Pittsburgh, Pa.
P.S. Is that a k I also detect in a phont oph no ophs or cays?

(Turn to page 4)

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#### Manuscripts

The Inland Printer will accord menuscripts, photographs, drawings, etc., courteous attention and normal cere, but cannot be held responsible for unsolicited contributions. Contributors should keep duplicate copies of all material sent in. Address all contributions to The Inland Printer, 79 West Monroe Street, Chicago 3, Illinois.

#### **Subscription Rates**

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For the United States: one year, \$5; two years,
\$8; three years, \$10; single copy, 50 cents. For
Canada: one year, \$5.50; two years, \$9; three
years, \$11; single copy, 55 cents. (Canadian
funds should be sent to The Inland Printer,
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Associated Business Papers



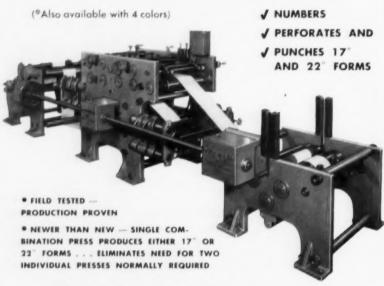
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PUNCH
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Die Cutting
Equipment

#### LETTERS TO THE EDITOR

(Letters to the Editor began on page 3)

P.P.S. My husband reads your book from cover to cover and I don't think he misses one inch of it.

—Mrs. D. J. Van S.

(Editor's note: Every time we try to be clever in our "Last Word" column, somebody or something seems to goof. You're right; those were typographical "errors" in that bit of so-called cleverness. Thanks, though, for the compliments on our proofreading.

#### Sad Misspelling of "Misspelling"

Editor, The Inland Printer:

On the morning of Nov. 16, just after the mail was delivered, the director of your "Proofroom" department suffered a severe and painful shock. In the words of an associate, who claims to have sailed with Glencannon, "The mon was shaken to the keel." The cause was the appalling discovery of the misspelling of "misspelling" on the "Proofroom" page for November. Misspelling "misspelling" at any time or place is a regrettable coincidence, but to have it occur in a department that is concerned with the elimination of misspelling seems beyond the realm of possibility. If someone secretly arranged for the misspelling of "misspelling" on this page in order to hornswoggle innocent readers into revealing whether or not they read it, 'twould serve him right if about 10,000 of you wrote in about it. Actually, out of 50,000 readers probably not more than ten will take the trouble.

—John Evans, editor, Proofroom department of The Inland Printer, Chicago.

Editor's note: This is the second time we've had typos in November IP called to our attention. All we can do is hide our head and claim we were at the PIA convention in Los Angeles.

#### Next Month . . .

\* Every printer in the land is probably interested in what may happen in or to his business during the next year. While 1956 will probably be considered a boom year by economists, 1957 appears just a b't beclouded because of world events, IP is interviewing by mail some 100 graphic arts association presidents and secretaries (national as well as state or city associations) and more than 100 officials of leading supply firms in the graphic arts industry. The results of the interviews will appear as the January lead article, "What's Ahead for '57?" It will undoubtedly answer questions you may have asked yourself. Another new plant story, this time on the Universal Printing Co. in St. Louis, will be a top feature. Article No. 3 on "Costs for Small Printers" by Olive Ottaway is also scheduled. Look, too, for another in J. L. Frazier's series on "Modern Type Display," as well as fo, all those helpful, informative and entertaining departments you've been reading each month. Top articles in every one!

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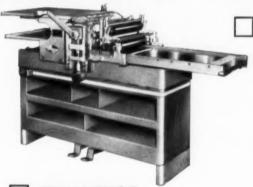


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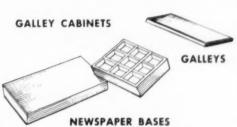
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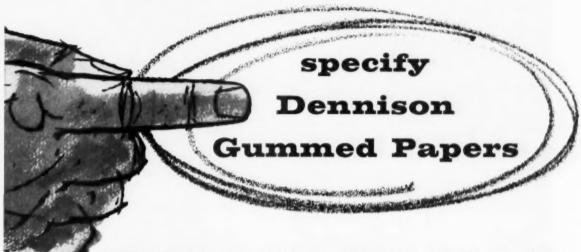
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11

THE INLAND PRINTER for December, 1956

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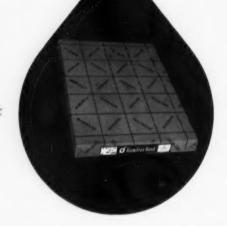
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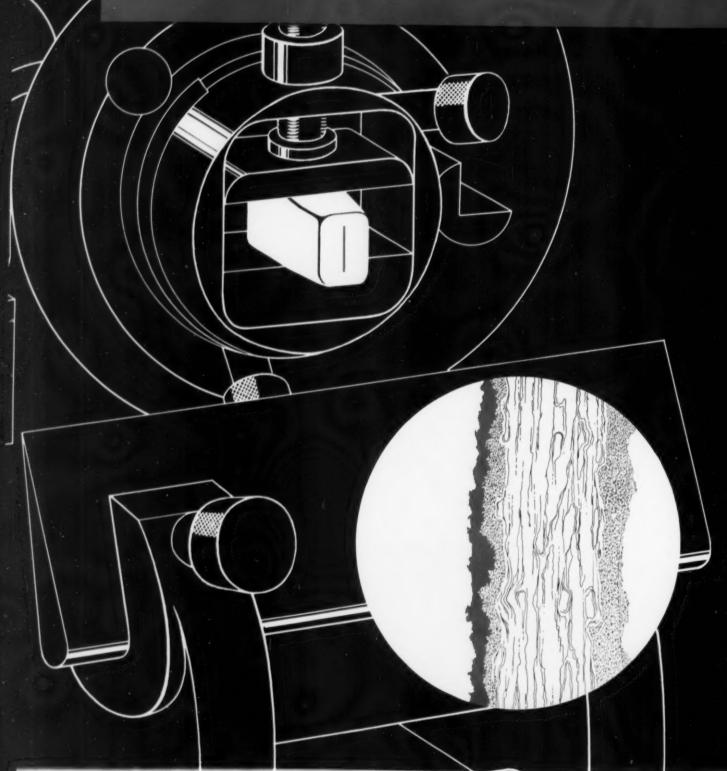
Threads wire on shipping and merchandise tags, single or double, automatically at 5700 per hr. Write for free Bulletin 18.

Automatic Calendar and Display Card Stringer and Knotter

Automatically punches holes, inserts silk, cotton or cable twist cord; ties and knots at 52 per min. Write for free Bulletin 21.

Division of New Era Mfg. Co. 376 Eleventh Avenue, Paterson, New Jersey

# How To Read The



# Edge Of a Page

## IPI experts analyze magnified cross-sections of paper stock to study ink penetration . . . and give you better quality printing

To grasp the full story of how printing ink behaves on paper, you must "read" the edge of a printed page enlarged many times by a microscope.

The preparation of such a specimen for study is one of the challenges to a microscopist.

The first successful method for the preparation of intact sections of paper and board stock was developed at Interchemical research laboratories. It involves a special technique of embedding the stock which supports the delicate structure of the fibers in sections as thin as 5 microns. After the stock has been embedded in mounting material such as vegetable gum, it is placed in the jaws of a microtome, a sort of scientific meat slicer. This machine provides specimens that are tissue thin for study under a microscope.

The artist's sketch, at left, taken from actual photomicrographs, represents an extreme case of roughness of a magnified cross section of printing ink on coated stock. The ink film is seen as a jagged red line extending along the rough, irregular surface of the coating. Next comes the base stock and at the far right is the coating on the back of the paper, displaying peaks and depressions on the printing surface.

IPI technicians use the microtome to examine the binding characteristics of IPI printing inks... and to determine the depth of ink penetration of the fibres or the coatings.

This further example of IPI research which leads to quality control techniques means higher quality printing inks for you—and better quality printing for your customers.

#### IPI service at work for you

Printing plants of all sizes are invited to use IPI's complete ink service facilities in printing centers from coast to coast. Each IPI service station and branch is staffed by local experienced ink men, well-seasoned in the special printing problems of each locality. They are always on call to help you solve any printing problems—large or small—that may arise. For know-how that comes from generations of graphic arts experience, for prompt ink service with a personal touch, contact IPI.

IPI, IC and Vaporin are trade marks of Interchemical Corporation

# Interchemical

CORPORATION

Printing Ink Division • 67 West 44th Street, New York 36, New York

INTERCHEMICAL PRINTING INKS

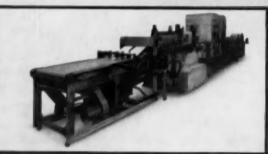
RELY ON IPI FOR LEADERSHIP IN INK RESEARCH

# Hallmark of the finest printing and converting equipment...

#### Rotogravure

High-speed precision-register printing on practically any stock in any practical multiple of colors. Meet the ever-increasing demand for more and better wrappers, labels, and cartons for packaged goods with Champlain inline rotogravure. "Speedry" ink fountain insures true reproduction of color and instantaneous drying. Print from roll stock 8" to 44" wide.

To complete a CHAMPLAIN rotogravure press—a CHAMPLAIN inline precision delivery unit:



#### Cutting and Creasing Press

In one pass — only once through the press — it cuts, creases, and automatically yet thoroughly strips 7,500 to 10,500 cartons per hour from a continuous web. Platen press quality at better than cylinder press speeds.



Delivers from 8,500 to 12,500 square cut sheets per hour with 1/64" accuracy. Faster than any other standard sheeter. Positive sheet handling eliminates damage. No waste trim



Hydraulically - actuated constant - tension roll unit rewinds from 400 to 800 ft. per min. Positively synchronized to press for balanced speed, tension, and control. Single, multiple, and staggered-roll models.



# Champlain &

- a complete line of other equipment for all printing and converting needs.

LETTERPRESS PRESSES, FLEXOGRAPHIC PRESSES, SPECIALTY PRESSES—for Tag, Chart Paper, End and Bakery Seals, Die Cut Labels.

CUTTING AND CREASING EQUIPMENT—Roll Fed Swing-Type Reciprocal and Stationary Die Cutting Presses — Vertical Extruding and Eccentric Punches and Perforators—Rotary Blankers

SPECIALTY CONVERTING EQUIPMENT FOR INLINE USE—Rotary Embossers—Perforators and Score Units—Slitting Equipment — Hot Melt Thermoplastic Applicators—Special Delivery Equipment.

AUXILIARY EQUIPMENT – Automatic Electronic Register Controls (for multicolor and fabrication register on roll-fed equipment) – Automatic Web Splicers.

... and for special engineered equipment:

Champlain's ability to design and build special units is based on years of experience in developing inline printing, fabricating, and delivery equipment.

Write today for catalog of Champlain equipment, Champlain Company, Inc. 88 Llewellyn Avenue, Bloomfield, N. J. Chicago Office: 520 N. Michigan Avenue, Chicago 11, III.



Paper problems?



Yes, we admit this is an exaggeration. Printers don't pick papers blindfolded.

But we did want to call your attention to this important point: you needn't grope in the dark for the right answers to your paper problems.

Your Nekoosa paper merchant is always ready with the answers.

Sizes ... weights ... colors ... finishes?

Ask your Nekoosa paper merchant!

He wants to be of service in every way he can.

call your

paper
merchant!

YOU the printer
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NEXCOSA PAPERS: Nekcosa Bond - Nekcosa Ledger - Nekcosa Duplicator - Nekcosa Milimed - Nekcosa Maintrold Nekcosa Offset - Nekcosa Opaque - Nekcosa Master-Lucent - and companion ARDDR Papers Precision
Accuracy!
Faster
Production!
Lower
Costs!



with the Craftsman Line-Up and Register Table

# CRAFTSMAN TABLES have all these special features

- two straightedges at perfect right angles
- · machine cut tracks and gears
- straightedge raising and lowering lever
- · sheet side guide
- · sheet stops and grippers
- · fluorescent lighting
- graduated stainless steel scales
- · special ink marker
- 5 sizes, with working surface from 28" x 39" to 62" x 84"

The Craftsman Line-Up and Register Table is a masterpiece of mechanical precision. It's a sure way for the letterpress printer to get perfect line-up and register... and it's a sure way of faster, more efficient handling of work.

For over a quarter of a century Craftsman Tables have set accuracy standards, and today's table features the newest and most modern improvements to assure faster, easier line-up and register . . . and perfect results.

For laying out original copy, making stick up sheets, lining up press sheets, registering color, etc., the Craftsman Line-Up and Register Table has no equal. It's an investment that will pay for itself in better work . . . and lower costs. Send for complete details today.



CRAFTSMAN LINE-UP TABLE CORP.

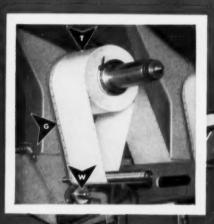
57-P River Street

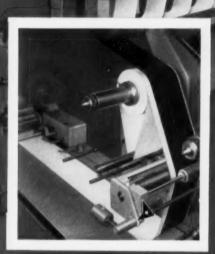
Waltham 54, Massachusetts

"A COLLATOR
IS NO BETTER
THAN ITS
CONTROL"

Hamilton Collators' invariable accuracy and sustained top speed of the trade, 225 ft. per minute, spring from Hamilton's three primary control points:

paper-carbon integrated web, automatic web feed control, and full length pin band.





#### FOLLOW THIS SERIES

Learn the <u>reasons</u> for the outstanding performance of Hamilton Collators

of advertisements featuring Hamilton Collector

#### PAPER-CARBON INTEGRATED WEB

On Hamilton Collators the carbon is glued to the paper web at its unwind point so that carbon and paper are fed to the pin-band together as one integral paper-carbon web.

Glue is applied by wheel "W" to paper edge along double glue line "G", and meets the carbon web at point "T" to effect a cemented paper-carbon web for integrated feeding to the pin-band at point "K". Thus, with the carbon strip promptly reinforced by paper, feeding carbon to a Hamilton Collator is virtually without problems.

#### WHAT THE HAMILTON SYSTEM OF FEEDING INTEGRATED PAPER-CARBON WEBS FOR COLLATING MEANS TO YOU!

Webbing and set-up time are minimized by the simplicity of Hamilton's method of combining, registering, and feeding the integrated paper-carbon web.

2 The individual, sensitive, hand-adjusted brakes on

the paper roll and carbon roll shafts are capable of being set when the rolls are mounted, so that a bare minimum of brake adjustment is required during the depletion of the rolls. 3 The entire carbon, paper, and paper-carbon webs are "in the open" and conspicuously visible to the operator from rolls, through the gluing process, to the point of entry onto the pinband. 4 The margin of paper beyond the edge of the carbon (or vice versa) can at all times be checked visually during operation; particularly important in double-stub work. 5 The glue lines are conveniently visible to the operator for checking the operation of the gluing mechanism. 6 Spacing of glue lines can be varied within relatively wide limits, instantaneously, and without removal of parts. 7 The unique Hamilton glue pot insures superior control of glue application, reliably permitting the application of heavy to extremely light and fine lines of glue. 8 Hamilton gluing mechanisms are power-driven, not relying on frictional contact with paper.

Write for descriptive literature.

HANOVER ST., HAMILTON, OHIO

LEADERSHIP THROUGH PIONEER RESEARCH



MODEL WW

14 × 20°

## Clevelands...

All Years Ahead in Utility, Speed and Earning Capacity . . . Proved by Performance, NOT just idle claims!

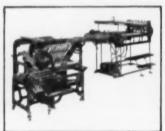
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There's a Cleveland for every folding job, ready to prove its versatile superiority. Whether your requirements call for folding 4-page circulars, inserts, greeting cards, magazine signatures...numberless special jobs...Cleveland has the folder needed to handle it the best and most

When you buy a Cleveland folder you've made an investment in profitable production. Don't be satisfied

Send for complete information on the 7 great Cleveland Folders.

MODEL KK 44 x 58°



MODEL MM 28 x 58"



MODEL 00 22 x 28"



MODEL OS 19 x 25°



MODEL MS 25 x 38\*



MODEL AT 171/2 x 221/2"

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DEXTER FOLDER COMPANY

General Sales Office

New York 36, N. Y. 330 West 42nd Street



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EASTERN



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EXCELLENCE IN

# You can get it all from Mead Papermakers to America

With experienced papermakers, modern mill facilities, and vast woodlands, Mead is in an exceptional position to make and market a wide range of grades. Here is a list of products, each of which successfully meets three Mead requirements: it is the best of its class; it fills a real customer need; and it provides ever greater value through improved quality.

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- **★** Business and Accounting Forms Papers



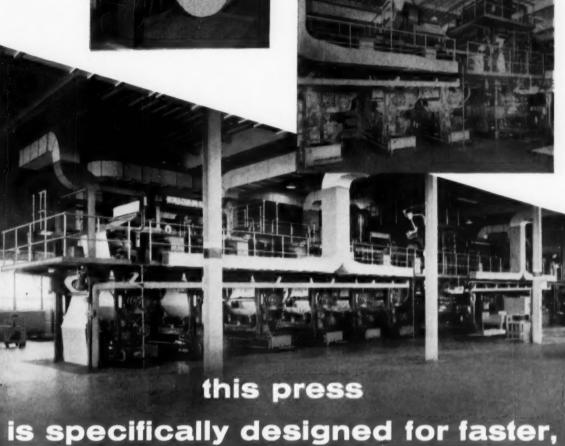
#### THE MEAD CORPORATION

Dayton, Ohio

Sales Offices: Mead Papers, Inc., 118 West First Street, Dayton 2, Ohio New York · Chicago · Boston · Philadelphia · Atlanta



# from paper feed to folder...



#### high quality Rotogravure

Why do leading gravure printers install Hoe equipment? Because the HOE ROTOGRAVURE PRESS offers the latest developments for maintaining uniformly fine quality printing where huge – as well as medium size – editions, either in montone or multicolor, must be produced at high speeds. Exclusive Hoe features such as automatic pressure control, motorized circumferential adjustment of design cylinder, improved ink fountain design, ink circulating system, and doctor blade arrangement, are some of the very definite reasons for the choice of Hoe gravure presses by leading printers.

And the folders have been designed expressly for Hoe high speed rotogravure presses. They are available in two models—former type (newspaper) and jaw type (magazine).

On the feed end of the press, the Hoe reels, tensions and pasters are so outstandingly efficient that publishers and printers buy them for installation on existing presses of other makes.

In fact, the complete package from feeder to folder, embodies all the latest developments for high-speed production of uniformly fine quality rotogravure printing . . . assuring the most efficient and economical production. Write for more information to:

R. HOE & CO,INC.

910 East 138th Street, New York 54, N. Y. BRANCHES, BOSTON . CHICAGO . SAN FRANCISCO



#### WHAT MAKES A PAPER MILL GREAT?

Many things . . . Natural resources for one: timber, coal, and water.

Research, for another. A recognition that research is a basic tool in paper making . . . needed to maintain uniformity from day to day . . . indispensable in pushing quality up and costs down.

Restlessness. A mood of experimentation. A desire to make things better. A dissatisfaction with standing still.

And people. A working force with the skill that comes from generations of papermaking

experience. A management team that studies printing as an integral part of its job so it may keep up with printing's advancements and thus make better papers for you.

New York and Penn has all these indispensable resources . . . in abundance.

For the full story of its people and papers, write for your copy of "The Papermakers," if you haven't already seen it. Ask, too, for samples and the name of our nearest distributor. New York & Pennsylvania Co., 230 Park Avenue, New York 17, New York.

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Pulp and Paper Manufacturers

Super . English Finish . Eggshell . English Finish Litho . Offset . Music . Band . Tablet . Duplicator . Mimeograph . Drawing



- · Prints any number of colors in a single run
- · Prints one or both sides at the same time
- Die cuts any size, any shape with male steel-rule dies
- Prints paper, board, silk, cotton, heat-seal, gummed, ungummed, or any type of label or tag material
- Slits, perforates, numbers, punches, eyelets, and patches reinforcements—as it prints
- Delivers finished product cut-off, rewound, or zig-zag folded
- Up to 7500 impressions per hour!

Write for free New Era Bulletin today!

#### These jobs from paper roll to finished product in one run:

LABELS—gummed, ungummed, heat-seal, silk, cotton. TAGS—merchandise, shipping, manifold. COUNTER DISPLAYS—up to 12" x 12". BAG HEADERS—and other specialties, forms, and tickets.



Auxiliary equipment for Stringing, Knotting, Wiring, etc. available from Graeber Stringing & Wiring Machine Company, division of New Era Manufacturing Company,

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for direct pressure stereotype mat molding...for commercial, syndicate, daily newspaper and R.O.P. color work.





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#### 800 TON DIRECTOMAT

Recent installations include Philadelphia Bulletin, King Features Syndicate, New York, Roto-Color, Inc. (Pioneer Publishing Company), St. Charles, Illinois, Photo Engravers and Electrotypers, Ltd., Toronto. More than 260 Directomats already serve leading newspapers and commercial plants.

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#### 1000 TON HEAVY DUTY DIRECTOMAT

used by Rapid Grip & Batten Ltd., Toronto, The Milwaukee Journal (2), Chicago Tribune, Denver Post, Detroit News (on order).

The people who use it prove it:

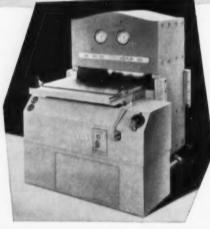
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#### **DUPLICATE LETTERPRESS PLATE MOLDING**

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for rubber and plastic plate molding... five models from 115 to 550 tons with platen sizes from 17"x 22" to 36"x 44".



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WRITE FOR DIRECTOMAT Bulletin 349 . ACRAPLATE Bulletin 350.

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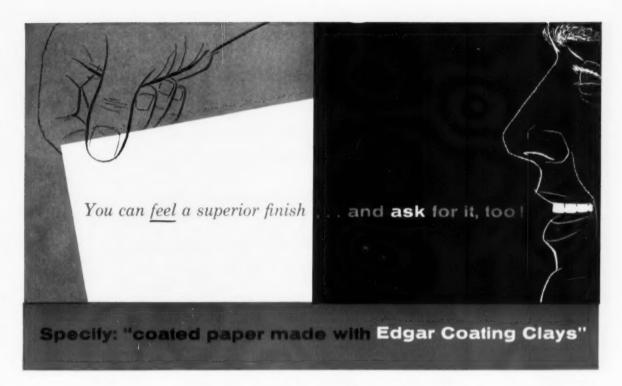
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Edgar Coating Clays—by M & C—give coated papers a perfect surface texture and smoothness—the kind of finish that labels your printing job "top flight" right from the start.

Clay Scientists Work For You—M & C management emphasizes broad research, modern processing and strict quality control. They select, mine and refine with papermaking in mind—striving for the top-most qualities that give printers satisfied customers, repeat jobs, consistent profits.

Add The Skill Of Papermakers—In the paper mill, our pure, satiny, super-fine clays join an adhesive. The mixture—"color", by name—is applied to the paper by ever-improving coating processes to yield a surface of superb printability and appearance.

The Reward Is Yours—When you put these quality papers in your pressroom, you get clean, sharp, high-fidelity reproduction . . . great brilliance . . . high opacity . . . fast, trouble-free press runs . . . low ink costs.

We Invite You—as a printing craftsman—to specify papers coated with Edgar Clays . . . probably as close as your nearest paper house.



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TROY, OHIO



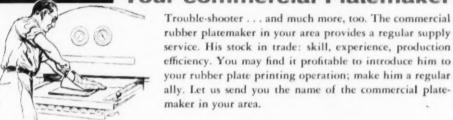
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# The Pied Piper of Hamelin

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# ... AND NOW

# Your commercial Platemaker



Materials and methods for better printing from resilient plates

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512-R is a strong adhesive. When used by experts, it's the source of important advantages such as better folding without fracturing . . . improved water sensitivity . . . improved dimensional stability . . . better finish, luster and brilliance of printing. And 512-R does not mold!

DOW maintains a technical staff experienced in helping paper manufacturers produce the highest-quality coated stock. Why not call your nearest Dow office? Or write: THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastic Sales Dept. PL 597BB-1.

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"Installing the New Business Machine" | by Fritz Willis

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AUTOMATION-once a byword only in production is now equally important in the office.

Electric typewriters, diazo copying machines, punch card systems, high speed mailing machines, accounting machines and many other automatic or semi-automatic office machines, are now commonplace. Frequently, however, these machines for their own best performance place new emphasis upon the quality of the paper they process.

For the great majority of these modern office

machines your customers will find the inherent qualities of strength, permanence, uniformity and appearance in standard Gilbert new cotton fibre papers provide superior performance. For unusual requirements and where volume warrants it, our excellent research staff and our highly developed quality control system make possible the "tailoring" of special papers to meet special requirements.

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Roberts A Parter, Inc.
W. Oliver Tripp Co.
BUFFALO, N. Y.
Interchemical Corp.
77 Dingens St.

W. Olivo.
BUFFALO, N. Y.
Interchemical Corp.
Interchemical Gorp.
CAMBRIDGE, MASS.
Interchemical Corp.
CHARLOTTS, N. CAR.
CHICAGO, ILL.
Sus Repoly Co., 128 W. Washington St.
Interchemical Corp.
Jal W. Washington St.
Morman-Willets Graphic Supply Co., 151 W. Harrison St.
Morman-Willets Graphic Supply Co., 152 W. Washington St.
St. V. Adams St.

Third St.

Roberts & Porter, Inc.
CINCINNATI, OHIO
Sun Supply Co.
Interchamical Corp.
McKinley Lithe Supply 1623-39 John St. 229 East Stath St.

Roberts & Porter, Inc CLEVELAND, OHIO Braden-Sytable LEVEL AND, OHIO
Braden-Botphin
Bridgeport Eng, Supply Co.
Roberts & Portor, Inc.
Sun Supply Co.
Interchemical Corp.
1328 East 18th St.
310 Lakeside Ave.
1328 W. 73 St.

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Interchemical Corp.
COLUMBUS, ONIO
Consec Offset Supply Co., Inc.
162 North Sixth St. Chemco Printograducts
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Lithe Offest Bupply Co.
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1443 Binke St. 1916 Lawrence 821 Third St.

A. E. Heinsehn
W. S. Megili
DES MGINES, IOWA
Capital Printing Ink Co.
DETROIT, MICH.
Interchemical Corp., Nuberts A Porter, Inc.
FORT WORTH, TEXAS
General Ptg. Ink.

FORT W Chr.
General Pig. Ink
HAVANA, CUBA
Rational Paper & Type Co. of Cuba, S.A.

Estanda Bet Cerro 1254
Empederato 410

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California Ink Company, Inc.
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MI-Speed Lithe Supply Co.
KANSAS CITY, MO.
Ace Composition Supply Co. 2723 Valo St.

921 W. 27th St. 714 Baltimero Ave. 1434 Wyandette St.

KANSAS CITY, MO.
Are Composition supply Co.
21 W. 27th 84.
Cornell & Everett
Roberts & Porter, Inc.
LITTLE ROCK, ARK.
Southern Lithe Supply
LONG ISLAND CITY, N. Y.
Sun Supply Co.
10th St. & 44th Ave.
LOUISVILLE, KY.
W. D. Garcher & Son
LOS ANGELES, CALIF.
Barker Products
California Int. Company
Roberts & Porter, Inc.
Ceneral Ptg. Inik
Watter W. Lawrence, Inc.
MEXICO, D. F., MEXICO
CIA Nacional de Mequienza Grafica S.A. de C.V.
Esquina Mariano Escobedo y Mar Adrialica 66
MIAMI, FLA.

Esquina marram.

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Dixie Plate Graining Co., Inc.

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MILWAUKEE, WISC. 105 E. Maivina St. Interchanted Corp. 105 E.
MINNEAPOLIS, MINN.
Automatic Lithe Superly
T. K. Grey, Inc. 1081/2 HiLithe Superly Copel
MONTREAL, Quebes, Canada Printing ink Co., Ltd. 1401 S. 3rd St. 1081/2 Hennepin Ave. 729 S. 4th St.

Canada Printing ink Co., Ltd. 8490 Jeanne Mance St. Canadian Fine Color Co., Ltd. 908 Old Orchard Ave.

NASHVILLE, TENN. Interchamical Copy. Southeastern Printing Ink. Inc. 1307 Division St.

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Affred S. Mettager

Boberts & Porter, inc. 622-636 Greenwich 91.

J. H. & G. B. Sichold, Inc. 150 Varick 91.

NORWOOD, MASS,

General Printing Ink. 601 Pleasant 51.

LITHO CHEMICAL & SUPPLY CO., Inc. x

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Interchemical Corp. 800 N. Zint Street 89 Allon St.

Interchemital Corp.
57. LOVIS, MO.
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Interchemical Corp.

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Phototechnical Laboratories, Ins.

Phototechnical Laboratories, Ins.

Phototechnical Laboratories, Ins.

1812 DeSales Rsw., N.W.

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Ner. Charles Wilharm
1212 Glenwood Drive, Irving Texas
Ner. Jahn B. Olivier
2417—481h Avc., San Francisco, Calif.
Ner. Wim. Stanley Collision

46 HARRIET PLACE - LYMBROOK L. J. NEW YORK 1506 SANTA FE AVE. LOS ANGELES, CALIFORNIA

# The big advantage of equipping small presses with Style C Baldwin® Ink Fountain Agitators



Here's a Miehle 25 x 38 press equipped with a Baldwin Agitator. Because ink is force fed to the fountain roller, pressman uses just enough for the job.



It's easy to remove the single cleans-in-aminute cone of the Baldwin Agitator for fast wash-ups and color change-overs. The press is an ATF Chief 22.



Here you see a Baldwin Agitator on a Harris 23 x 30 press. The pressman is adjusting the stops that control the Agitator's length of travel in the fountain.

### YOU SAVE TIME

There's no time lost in inefficient manual stirring when a press is equipped with a Baldwin Ink Fountain Agitator. This means you always are sure of quick starts. What's more, the single *cleans-in-a-minute* cone makes wash-ups and color changes less of a chore for the pressman and reduces press down time to a minimum.

# YOU USE LESS INK

No matter what the size of a press, you use less ink if it is equipped with a Baldwin Ink Fountain Agitator, whether the run is long or short. You see, the ink is *force-fed* to the fountain roller so you use only enough ink for the job at hand. And because the separate Agitator motor-drive assures ink is kept in ink-mill condition even during press shutdowns, there is no ink-wasting skin to be fished out of the fountain and thrown away.

## YOU MAINTAIN HIGH QUALITY

A Baldwin Ink Fountain Agitator gives you better control over ink conditions... over color and quality: you turn out *consistently* the kind of work that attracts new customers and keeps old customers coming back.

### YOU BENEFIT FROM BALDWIN DESIGN

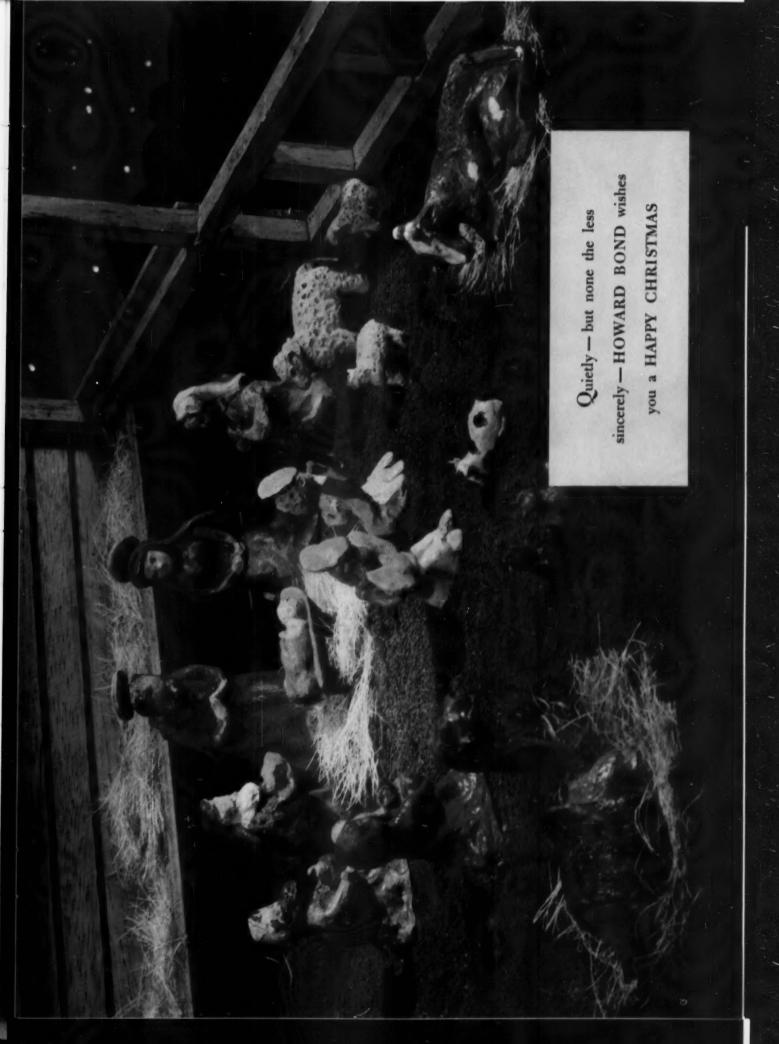
The compact, close-coupled design of the Style C Baldwin Ink Fountain Agitator makes it ideal for *small* presses. All the accessibility the press manufacturer built into his machine is retained, and there is no interference with the pressman's work. This, too, is important: The Agitator's length of travel is adjusted easily, and simply adding a cone for each additional color gives you all the advantages of Baldwin Ink Fountain Agitators for split-fountain work.

So, you see, you just cannot afford to operate any press—large or small—without Baldwin Ink Fountain Agitators. Write *today* for illustrated literature and important data. Be sure to include the make, model, and size of your presses.

Baldwin Ink Fountain Agitators are licensed under Patent No. 2,234,754; other patents applied for.

WILLIAM GEGENHEIMER CO., INC. BOROEbling Street

Manufacturers of Baldwin Ink Fountain Agitators - Baldwin Press Washers - Baldwin Water Stops - Baldwin Water Levels





Doesn't color reproduce better on Maxwell Offset?

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our eight finishes and two tints

Printed on Maxwell Offset - Basis 80 - Wove finish

COLOR PHOTOGRAPH BY ANTON BRUCHL



# NEWSLETTER

#### UP-TO-DATE BUSINESS NEWS OF INTEREST TO MANAGEMENT IN THE PRINTING AND ALLIED INDUSTRIES

Business 3% to 5% Better Next Year, Leaders Say

Your business next year should be even better than this, according to some business leaders. Gross National Product will be up about 5% in '57...about \$20-billion above '56 record level...part of gain from higher prices, but real increase about 3%. Government spending going up... for defense as well as nondefense...consumer buying also up...should make for more printing, more direct mail, more advertising.

No Tax Relief Promised By Government in 1957 Your taxes won't go down any next year...tax relief for small business will be put off another year...excise taxes will stay on, even after April when law calls for some reduction (maybe tax on shipment of goods will be lowered). Corporation taxes will stay up...top rate will still be 52%. Capital gains tax will not be reduced... terms probably won't be modified either.

Profits to Remain Level, But Harder to Maintain

Chances are your profits won't be any higher next year than this. Economists predict all business next year will have higher total capacity, total volume higher, many prices higher but restrained by competition. Profits not higher but will level out...good year but not an easy one. It may be tougher just to maintain your profits.

Saving Money on Taxes; Two New Booklets Out You can save money on your taxes...two new tax-saving aids out soon. One for small businessmen on income, excise taxes, employment. Title: "A Tax Guide for Small Business." Price: 30c. Will help corporations, partnerships, old and new sole proprietorships. Other is one for personal taxes: "Your Federal Income Tax." Also 30c. Order from Supt. of Documents, Washington 25, D.C.

1½-Million Businesses Start in Next 20 Years Plenty of chances for you to sell printing in next 20 years for 1%-million new businesses of all sizes will be created, says new Du Pont booklet, "The Story of Business: Large and Small." Issued by E. I. du Pont de Nemours and Company, Wilmington, Del.

(Over)

# NEWSLETTER

(Continued)

New Depreciation Plan Helps Save Tax Money You should watch new depreciation systems as way to save on taxes. Pamphlet analyzes both declining balance and sum-of-digits methods...shows which best for tax-saving under various systems. Machinery & Allied Products Institute, 1200 18th St., N.W., Washington 6, D.C., has it...ask for "Capital Goods Review No. 28"...25c.

Social Security Tax Up

Your Social Security tax (on employers and employees) will go up Jan. 1 from 2 to 2% per cent of first \$4,200 employee income...Make sure you add that quarter-cent to your cost figures and recover it in your billings.

Field Testing Linofilm

Linofilm, Mergenthaler's phototypesetting unit, now being field tested in New York commercial printing plant... big newspaper will start second test soon. Schedule calls for extensive field trials under operating conditions.

How Letterpress-Offset Machinery Sales Fared Letterpress machinery sales dropped from \$52,650,000 in 1947 to \$43,152,000 in 1954, Bureau of Census figures, just released, show...19.6% decrease compared with 49.1% gain for offset sales from \$15,854,000 to \$23,638,000.

Letterpress share of total sales volume for 1947 was 77%... during 1947-54 period, this declined to 65% while offset proportion rose from 23% to 35%.

**Proof Drying Cabinets** 

New series of electric proof drying cabinets to be made by Vandercook & Sons, Inc. Drying accomplished by blower and thermostatically-controlled heating element. Details in January IP New Equipment Dept.

Allied Paper Corp. Ups Capacity to 200,000 Tons Allied Paper Corp. will acquire paper manufacturing facilities of APW Products Co., Inc. at Albany, N.Y. Acquisition will raise Allied's annual capacity to 200,000 tons, enable it to expand into production of paper for catalogs, magazines, rotogravure printing. Allied now makes book and specialty papers.

New Chief Appointed For Small Business Small Business Division, Federal Trade Commission, now has new chief: David R. Reel...supervises advice to small businessmen on problems involving FTC-administered laws. He'll also get fast action on casework relating to small business.

# How One Printer Managed His Capital

- Any printing plant, regardless of size, can improve financial operations through proper planning
- Sizable sums of money are required for expansion; when business warrants, they're usually available
- Complete knowledge of financial condition is a must; use of PIA Ratios offers industrywide comparison

★ Five years ago our firm was faced with the decision of whether to add offset lithography equipment or to try to maintain the status quo of the letterpress volume against the competitive offset field. Capital was limited, having been drained constantly by the addition of more equipment each year since the business was started. Banking facilities were not available except for short term notes.

Despite these factors, it was decided to add offset presses as another service to the customer so the firm could grow and become more stable. Using the additional investment capital received as prefactory payments, offset presses were purchased. A dire need for more capital manifested itself almost immediately.

#### Working Capital Needs High

The working capital requirements almost doubled in the three-year period and the machinery purchases more than doubled. Thus, in 1953, \$73,400 was needed, \$5,200 in 1954 and \$17,700 in 1955. The problem, of course, was to set up the \$73,400 on a realistic reduction basis.

Since the amount of money needed was greater than the net worth, bank financing could not be obtained for the length of time needed to reduce the debt. The equipment manufacturer was checked and financing could be obtained but meant the loss of the 5 per cent cash discount and unpaid balances to be financed were at the 6 per cent per annum rate, bringing the cost of financing to almost 10 per cent and then on a short term contract only, i.e., two years.

# By Richard H. Leberman Fakler Printing Co., Milwaukee

With a considerable number of revisions, this article is based in part on a talk given by Mr. Leberman at the recent Conference on Financial Management sponsored by Printing Industry of America, Inc., in Louisville, Kentucky

This would have handled the major equipment purchases with no consideration for the other equipment purchases and expense incidental to new equipment installations, nor would it have provided any funds for current working capital requirements.

This problem, in its entirety, was taken to one of our customers, a commercial finance company, dealing in business loans only. After a complete review of our situation, a loan was negotiated which enabled us to put "all our eggs in one basket." All machinery purchases were paid, all accounts payable were disposed of and a cash balance remained for operating expenses.

In negotiating the loan, agreement was made, that, if necessary, monthly payments which could not be met, would be extended to the end of the contract. Other precautions for the company's protection were incorporated in the loan. The penalty for a loan of this type is a higher rate of interest than a bank would charge, but it was lower than if the equipment had been financed by the manufacturer.

It was also realized at the time the loan was made, both by the financing company and ourselves, that it would be a struggle to reduce this loan in the two-year period. Thus, the financing company offered to refinance the payments at a lower figure at any time we deemed it necessary to do so to meet our obligations.

A year and a half later, we noticed a definite slow-down on the part of some of our customers in the payment of invoices rendered. The average turnover moved from 30 days to approximately 45 to 50 days. Since the accounts were and are all well-rated, we must still carry them. We also experienced an increase in inventories in this period. Both of these factors increased our need again for more capital.

In the intervening time, we became acquainted with the president of one bank and the director of a second bank. We decided that the time was right for bank financing to pay off the unpaid balance of our original loan and secure additional money for the increased working capital requirements. Both banks indicated interest but neither could be utilized. One bank was willing to make a loan, but not for the amount needed.

### Small Banks Unable to Help

Bank number two was very interested. The cashier and president spent one afternoon in the plant. They were familiar with our industry because one of their board members was a stockholder in a graphic arts plant and knew the field. They were willing to go to their limit, but it did not cover the amount required because of the stringent regulations governing small bank operations. Because of this experience with both banks, we decided to refinance with our original source.

We did, however, arrange for short term notes and transferred our account to their bank because of the personal interest given.

We learned from this experience that while we are small we are asking for sizable sums of money and small banks

	1952	1953	1954	1955	Increase
Working Capital Required	27,200	38,300	39,000	52,000	\$ 24,800
Machinery at Cost	79,000	151,300	155,800	160,500	81,500



Dick Leberman (left), secretary-treasurer of the Fakler Printing Company, and Robert Fakler, the president, stand before the company's new sheet-fed gravure press, recently added to their letter-press and lithographic equipment to give the firm all three major printing processes. This is the first such press installed in the Milwaukee area and there are only seven or eight such presses in operation in this country. Mr. Leberman is directing the conference and exposition being sponsored by the Graphic Arts Association of Wisconsin in the Milwaukee Auditorium on Dec. 13-15.

are not in a position to make large loans. We also learned that if you do not have banking connections it is best to find a large bank whose officers or directors have some knowledge of our industry.

After refinancing with our original source, we secured better rates and a longer term, which will enable us to build a cash surplus.

In controlling our financial operations and particularly working capital, it was imperative that we maintain monthly financial statements. We also utilized the PIA Ratio Studies, comparing our figures monthly with the projected PIA ratios for our class of work and volume. These ratios reflected a serious problem, one that "creeps" in every plant and can be detected only through the ratios. This is the labor ratio. It manifested itself on our statement and can be described as an "over abundance" of labor needed to take care of the "fast-service" work.

In 1953 a planned reduction in our accounts was started by eliminating "fast service" work which required standby help, and other work in the publication field which was not returning a profit. The immediate result was a change in the ratio showing an increase per sales dollar per man. The same procedure was followed in 1954 and 1955. Sales volume dropped but the ratios were in favorable comparison. The profit picture moved upward each year with 1955 being the best year.

In conclusion, I refer to the four M's of management.

Money: We didn't have it and the money we secured had to be used where it would be most effective. Materials: Paper and Inks: We utilized our suppliers. They carried inventories, we controlled ours. They also helped over the rough spots, when needed most. Offset plates: An analysis showed we could not support a plate department, so we used trade houses. We did not need the investment in plate equipment and did not have the added expense of retaining men when work was slow.

Machines: This is where we needed money most. This is where we used it effectively.

Manpower: By eliminating our "marginal profit" sales and greatly increasing the productivity of each employee on the remaining desirable volume, we could more efficiently serve these customers, reduce our manpower, decrease operating expenses, and increase our profit. After all, that's why we're in business.

# Graphic Arts Exhibition In Milwaukee, Dec. 13-15

The largest exhibit of graphic arts equipment and materials ever assembled in Wisconsin will be held in the Milwaukee Auditorium, Dec. 13-15. Sponsored by the Graphic Arts Association of Wisconsin, the show, called the March of Progress, will also cofeature a management conference on Friday, Dec. 14, and simultaneous letterpress and lithographic clinics on Saturday, Dec. 15.

More than 130 booths at the free exhibit will show the latest in composition, presses, bindery equipment, camera, litho supplies, chemicals, plates, paper, ink, and art. General chairman is Richard H. Leberman, secretary-treasurer of the Fakler Printing Co., Milwaukee.

The management conference program lists discussions on economic climate and new developments. A symposium will cover creating new business, new customers and other processes, and the impact on employees and production. Saturday's program will be devoted to the clinics on letterpress processes and on lithographic processes.

Preceding the exhibit and conferences, on Thursday, Dec. 13, the Research and Engineering Council of the Graphic Arts Industry will hold an executive committee meeting. Many of their officers and committee chairmen are featured speakers or moderators in the conference or clinic sessions.

Special exhibits in addition to the manufacturers' booths include the Sixth (1956) Annual Lithographic National Association award winners, a comprehensive letterpress printing plates series by the R&E Council, 16 panels by DuPont showing the phototypesetting machines of today, an illuminated color display by the International Association of Electrotypers and Stereotypers showing the process of electrotyping, and plant and school training programs by both the Education Council of the Graphic Arts Industry and the Lithographic Technical Foundation.

New officers of the Graphic Arts Association of Wisconsin installed recently in Milwaukee are (l. to r.) Earl S. Vogt, L. Breithaupt Printing Co., first vice-president; Richard H. Leberman, Fakler Printing Co., treasurer; L. E. Oswald, E. F. Schmidt Co., president; E. E. Radloff, C. B. Henschel Mfg. Co., immediate past president and chairman of the advisory council; Edward P. Hoehl, Badger American Electrotype Co., second vice-president, and David H. Wells, Wells Badger Corp., secretary



# Eye-Level Ownership Creates Small Printer Cost Problems

- Too many small printers think they know production costs but don't
- Here's starting point for accurate costing and correct estimating

Second of a Series

# By Olive A. Ottaway

Executive Secretary, Toronto Graphic Arts Assn.

★ Last month we set forth figures to show readers what a large percentage of all printing plants, if based on the number of employees, fell in a category defined as "small."

In this group, there are those who operate an adequate, but not cumbersome cost system which gives them a real measurement for setting their pricing schedule.

Unfortunately, there are many others who feel beaten before they start and make no attempt to justify "income" with "outgo" or, as such items are generally called, "revenue" and "expense."

It seems wise, therefore, in some of these articles to deal first with certain specific cost problems which can exist in small shops when operated at what might be termed "eye-level ownership."

At this point, we are reminded of a group of printers from different companies who were sitting around a luncheon table chatting. At the start of the conversation, they felt they had very little in common, as they were either very large firms or very small firms. Two hours later, the owner of a small shop was heard to remark to a large shop owner, "It's a strange thing but I thought you were in clover, but you have all the same problems I have, but more of them." A large shop owner at the other side of the table said to his neighbor, "You don't know how lucky you are when you can operate at 'eye level' and control your whole operation from the one desk.

#### Make Most of Advantages

So it would appear that there are advantages and disadvantages on both sides, but perhaps if there is such a preponderance of small shops (keeping in mind last month's definition), we should make the most of the advantages of the small shop operation.

Surely no one will gainsay, however, the value of "eye-level operation." In fact, it is one of the basic reasons for the great trend toward one-floor plants. Nevertheless, not too many small plants utilize all the factors in their favor, particularly the one that all customers' work is done with-

in sight of the owner or his partner. But this, too, has its evils, as we shall see.

Take, for instance, this statement which is often heard where the operation is a small shop: "I know what it costs for I see it in operation." There is a tendency on the part of the owner to assume that "seeing is believing," and that from the close proximity he enjoys his knowledge is so realistic that it is factual and accurate and, therefore, is the best measure upon which to base his estimates and costs.

Such belief in the value of this knowledge, while not always acknowledged verbally, if analyzed mentally, would run something like this:

- 1. I know my production; I see it in
- 2. I know when there is loss of time. I am there on the job.
- 3. I know my costs. I know how long it takes to do these jobs.
- 4. I know my stock waste. I see a job
- 5. I know my selling price. I know what my customer will pay.
- 6. I know I don't make much profit, but I keep my customer happy.

#### May Not Apply to Every Shop

We are not suggesting that all these items apply to every shop, but several of them do apply to some shops, and one or more of them will be found in most smaller shops. Such statements are generally based on a limited knowledge of one or two instances in which eye-level operation furnished the key to what was interpreted as the pattern for every operation.

For instance, when the owner actually looked in the direction of a certain operation, the employee was producing a certain job. The owner didn't know whether he was doing so at the maximum possible efficiency, or for how long during the day and to the completion of the job for he had no record.

Of course, the owner knew that there had been trouble on registration, but that had only happened once. Naturally, it had been corrected in that one instance, but he did not know whether it had occurred again for he had no record. So actually he did not know the total production yield as against the running hours.

The owner had known that the makeready feature was a rather extensive one. and he thought it was likely that this would amount to several hours because it was being worked on last night prior to quitting time. Before lunch the next day, the press was still silent, but it would be rolling after a while and that would make up for the delay. In all this, the owner did not actually know the amount of chargeable time over and above the running time. Again he had no record.

Then came the matter of material. While there had been some waste, exactly how much was not known.

If ink and roller trouble developed, perhaps there had been an awareness of these factors, but not an accounting of time.

Not to have known whether a proof was delayed by the customer over a longer period than the allowable time, which may necessitate overtime rates for the delivery of the job to keep that promised date, is not conducive to accurate pricing or to the assurance of a reasonable profit.

# How Many Jobs Netted Profit?

Do you know how many jobs you did last year which netted a profit and how many were in your top category of profit and how many in the lowest? Also, Mr. Printer, be honest with yourself. How many jobs last year showed a loss, even though you figured for a profit? How many did you accept at a loss rather than see them go to someone else who was willing to finance your former customer?

If you are willing to sacrifice your profit to keep a customer happy, or to retain a job at the customer's price, then perhaps you are satisfied to draw an income and have an expense account chargeable to the business, but most good businessmen would require a reasonable return on their investment. This item when actually realized is called PROFIT, and it is the deciding factor in assuring the continuity of a business.

Thus, the six items mentioned here provide a starting basis upon which to establish accurate costing and estimating. Any unknown quantity for which there is no accounting is like a liquid poured through a sieve; there is nothing to stop the leaks. The porous sieve needs to be reinforced with documentary evidence, so a printer may price with assurance.

So please bear in mind that the sight of an operation does not establish for even a small shop owner sufficient factual knowledge to give the cost of each operation, and the total cost of the job.

On the other hand, to combine knowledge gained through eye-level operation with factual records, provides the essentials which, if put to the right use, give the printer an understanding and knowledge of his business that will assist him to make sure that the "income" exceeds the "outgo," or that his expenses are fully recovered and that he realizes a profit on his investment.



E. A. Dickson, plant manager (standing in the background at the left), trained McArdle supervisors in work simplification techniques. Here he observes a group which is applying these principles in their study of operating methods and in their search for easier and smarter ways to produce good work

# Customers and Workers Benefit by Job Economies

- Work simplification techniques at McArdle Printing Co. make savings in time and money
- Improved job methods will enable any printer to produce larger volume with less effort

★ The McArdle Printing Co., Inc., of Washington, D.C., invites its customers to participate in its work simplification program. Together with McArdle's key personnel, they develop ways to produce better printing at lower costs. This technique opens the way for the customers' viewpoint and promotes acceptance of changes when they are considered mutually beneficial.

Walter F. McArdle, president, believes that "there are probably very few printers who could not, by the application of some of the basic principles of motion economy and the techniques of work simplification, make appreciable savings and improvements in their methods of operation."

The work simplification program at McArdle's began when the firm enrolled Edwin A. Dickson, plant manager, in the PIA-sponsored course for graphic arts personnel at the work simplification conference at Lake Placid, N.Y., in December, 1953.

Before then, production problems had been reviewed and discussed at general foremen's meetings. These meetings produced a favorable attitude for work simplification training, because the foremen had become accustomed to using JMT (Job Methods Training). The JMT steps were introduced by the War Manpower Commission's Training Within Industry Service and kept before industry by means of such projects as the LTF-PIA Foreman's Management Training Program. The men had also attended various courses sponsored by the Graphic Arts Associa-

By Lillian Stemp

tion of Washington, and had used PIA training materials.

After his return from Lake Placid, Mr. Dickson was given the additional assignment of director of the McArdle work simplification program. A plan was drawn up for 17 training sessions, each of from two to three hours duration and held in the evenings.

The work simplification training program was announced at one of the foremen's meetings. The sessions really got started after Mr. Dickson learned that a date had been set for a three-day refresher conference at Western Printing and Lithographing Co., Racine, Wis. Charles A. Conrard, chairman of the PIA Work Simplification Committee, was to be host to the group of men who had taken their training in Lake Placid six months before.

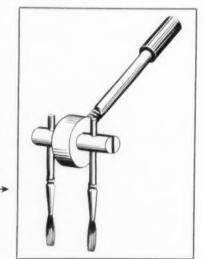
Said Mr. Dickson: "I wanted to be able to have something to report on the status of our program and I felt that the experience gained from even one class session would be helpful, so we got under way during the week of May 18, 1954."

The timing was perfect. Mr. Dickson returned home with renewed enthusiasm

and information about the experiences other participants had had in conducting their training.

Out of the work simplification training Mr. Dickson gave to the McArdle men came specific techniques and a group spirit which the supervisors applied successfully in their study of operating methods and in their search for easier and better ways to produce good work.

The work simplification program at McArdle is now functioning with Mr. Dickson as its director. A pilot group of three reviews likely projects for study with nine other men who make up the process control and method study group.



Sketch of custom-designed brush which was one solution resulting from work simplification studies in consultation with the customer. This was responsible for increasing production 300 per cent, and enabled McArdle personnel to meet delivery schedule despite short time and large quantity

In certain instances, when solutions are likely to involve changes in a customer's specifications on a job or in the delivery date, the customer is invited to sit in during the discussions.\*

For example, one customer's job called for placing 3,137,746 pennies on promotional letters. If it had been done by the old method, the operation would have required more space than was available to do the job, and would literally have stopped all other production.

Previously, when similar work was done on a small quantity basis, it presented no problem. Bindery operators took the work in their stride and welcomed the change from their ordinary routine. But here was an operation on a quantity basis that had to be completed within a specific time limit.

Nelson P. Mitchell, assistant to Mr. McArdle, and his process control and method study team, were assigned the "penny" problem. Within a week, his group, in consultation with the customer, came up with one solution that was immediately responsible for increasing production 300 per cent, and enabled the company to meet the delivery schedule.

A brush was designed to put the right amount of adhesive accurately and simultaneously on designated areas of the letter, and at the same time to facilitate placing the pennies in position. A different type of adhesive was also used, and this and many other improvements made the work cleaner, easier, and less tedious with less spoilage.

Mr. McArdle said it and Mr. Dickson and his work simplification groups have proved that "wherever there are manual or machine operations, there is a possibility of cost reduction through improved methods." The cost reduction has enabled McArdle to operate profitably, and the techniques used to achieve methods improvement have given personal satisfaction to McArdle personnel.

\*Editor's note: For details about McArdle's customer service policies, see page 47 of The Inland Printer for October, 1956.

# HOW TO IMPROVE

# JOB METHODS

A practical plan to help you produce greater quantities of quality products in less time, by making the best use of the Manpower, Machines and Materials now available.

#### Step 1-Break Down the Job

- List all details of the job exactly as done by the Present Method.
- Be sure details include all:
   —
   Material Handling.
   Machine Work.
   Hand Work.

#### Step 2—Question Every Detail

- Use these types of questions:
   Why is it necessary?
   What is its purpose?
   Where should it be done?
   When should it be done?
   Who is best qualified to do it?
   How is the "best way" to do it?
- Also question the:

Materials, Machines, Equipment, Tools, Product Design, Layout, Work-place, Safety, Housekeeping.

#### Step 3-Develop the New Method

- · Eliminate unnecessary details.
- Combine details when practical,
  Rearrange for better sequence,
  - Simplify all necessary details:
     To make the work easier and safer
     Pre-position materials, tools and equipment at the best places in the proper work area.

Use gravity-fed hoppers and dropdelivery chutes.

Let both hands do useful work.

Use jigs and fixtures instead of hands, for holding work.

- · Work out your idea with others.
- · Write up your proposed new method.

#### Step 4-Apply the New Method

- · Sell your proposal to your "boss."
- Sell the new method to the operators.
   Get final approval of all concerned on Safety, Quality, Quantity, Cost.
- Put the new method to work. Use it until a better way is developed.
- · Give credit where credit is due,

#### JOB METHODS TRAINING

#### **LTF-PIA Foreman's Management Program**

based upon principles developed in Training Within Industry Program

A 212x4 card outlining above work simplification principles and procedure is given McArdle workers

More than a dozen "big" improvements have been put into effect as a result of the program. Minor improvements are put through nearly every day.

Bottleneck situations such as "there is too much handling of proofs and galleys" become a problem worth solving. A flow process chart and a flow diagram vividly emphasize this.

For example, the flow diagram of the present or "before work simplification" method shows considerable distance traveled in the operation which begins when a page is made up and ends after 16 such pages are delivered to the press. Detailed on a flow process chart, the distance traveled is summarized as 497 feet, involving 23 operations, 18 transportations, four inspections, one delay and one storage.

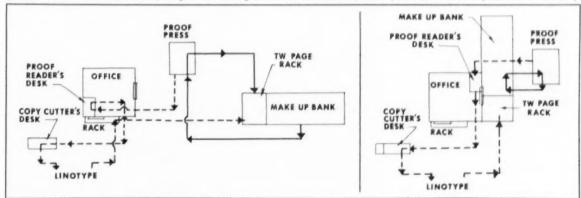
The flow diagram of the proposed or "after work simplification" method of the same operation shows considerable saving in time and travel. Detailed on the chart, the distance saved totals 166 feet. Now involved are 17 operations, 11 transportations, four inspections, no delays, and one storage.

For example, the new method provides for handing proof through a window instead of walking with it to the proofreader. Instead of tying each page after makeup, a galley lock is employed temporarily, and the page is tied while the operator waits for the corrected proof.

With the old method, there was a delay in the flow of work when the proofreaders went out for lunch. New arrangements call for readers with staggered hours.

The McArdle process control and study groups continue to sustain interest in the program by approaching each new job that poses a problem in the work simplification way.

Flow chart at left below shows the method of handling proofs and galleys before work simplification. Broken lines show proofs, solid lines represent galleys. Reduced distance in new method at right shows a savings of 166 feet. Also there are fewer operations and less transportations, and no delays





George A. Wise, president of International Association of Printing House Craftsmen, presents certificate to Natalie Wood, Warner Brothers star. She's "Miss International Printing Week"

★ The graphic arts industry in the United States, Canada, the Philippines and Puerto Rico will expand greatly the range of International Printing Week programs during the week of Jan. 13-19. Through the organization of permanent Printing Week committees which will serve for the entire year, better and larger celebrations will be scheduled.

Recent reports from Baltimore, Buffalo, Chicago, Detroit, Los Angeles, Milwaukee and San Francisco, and other cities throughout the nation, show a definite trend toward better cooperation among groups comprising the printing industry.

In many areas, Printing House Craftsmen, along with labor and management, have joined to head the committees that will promote bigger and better programs during the observance of Printing Week.

The success of Printing Week celebrations rests in the hands of local chairmen, and since 90 of these chairmen from organized areas were appointed and at work by the end of September, the International Printing Week Committee believes that the 1957 celebrations will be better than

Throughout the nation, there are over 100 cities and towns that are not represented by clubs or organizations. In these areas, interested individuals assume the duties of a chairman.

Early in October over 200 Printing Week kits were distributed to all of these 1957 Printing Week Plans Under Way, Chairman Says

- "500 Years of Progress Through Printing" is slogan for Jan. 13-19
- More than 200 Printing Week kits have been distributed thus far

chairmen. The kits contained up-to-date material which included all the necessary plans and ideas to promote Printing Week programs for the large city, as well as the smaller communities. Since the first distribution of the kits, the demand has been tremendous. They are no longer available.

Miss Natalie Wood, star of Warner Brothers Studio, was chosen "Miss International Printing Week" for the 1957 celebration. Publicity photos were mailed to all clubs, newspapers, trade journals, and other interested groups for use in the promotion of Printing Week.

Almost three million Printing Week stamps have been printed by the International Printing Week Committee, and they are still being distributed free upon request. The American Type Founders has been distributing free 84-point logotypes of the Printing Week stamp through its local branches and dealers.

The committee completed arrangements with the Screen Flock Industries, 5545 N. Clark St., Chicago, to supply bumper strips, and with Pitney-Bowes, Stamford, Conn., to furnish ad-plates for their postage meter machines. Since a charge is made for these two items, they must be obtained directly from these companies. Order blanks are available from the International chairman or from the local representative.

Items that are furnished free, such as stamps, 1957 Printing Week posters, objective posters, procedure manual, etc., have been in great demand, and the supply is almost exhausted. The committee has been and will continue to distribute them as requests are sent in.

Scheduling of speakers by the Speakers Bureau has been progressing during the past months, but the chairman cannot tell how much longer he can supply speakers. A shortage of speakers for Printing Week continues to be a disturbing factor.

The committee has been attempting to promote the slogan, "500 Years of Progress Through Printing," because of the first use of the colophon of Johann Fust and Peter Schoeffer in the Psalter of 1457. This year marks the 500th birthday of the Craftsmen's lapel pin emblem.

Continued progress in the adoption of the International Printing Week program has been noted by the increase in new organizations taking part in the local celebrations. Many groups will take part for the first time this year. Chairmen have been asked to make sure that all of the other groups in their area be given the opportunity to take part in Printing Week programs being planned.

Through the *Printing Week Bulletin*, published monthly by the committee, reports of local committees are highlighted, along with other information pertaining to the *Printing Week* effort. Requests for the *Bulletin* and other promotional material should be addressed to the International Chairman, Robert M. Edgar, 244 Boulevard of Allies, Pittsburgh 22, Pa.



Max Clarkson (left), president of Western New York Printing Industries Assn. and local Printing Week chairman, announced plans to group recently in Buffalo. With him are Bernard Malinowski (center), Printing Week committee vice-chairman; James Bubar, Buffalo Lithographers Club



# Christmas and Artistic Expression Led to Silverado Press Founding

Norman Strouse, president of large advertising agency, set up his own private press seven years ago in Detroit suburban area. Name came from Stevenson story, "The Silverado Squatters"

\* A book lover turned into a maker of bookish brochures accounts for the existence of the Silverado Press, operated by Norman H. Strouse, in his ranch-type house located in Bloomfield Hills, a peaceful suburb of hustling-bustling Detroit. (Editor's note: Mr. Strouse was recently named president of the J. Walter Thompson Co., an advertising agency with headquarters in New York. He has moved his home and private press to an apartment at 2 Beekman Pl., New York. He presented the Washington press to the Detroit Historical Society and is now searching for a Columbian press built in the early 1800's. He knows of three in the United States but is unable to obtain one of them. He hopes to acquire one from some other part of the world.)

The unusual name for the press—Silverado—has an inspirational vein and carries colorful overtones of its sister word, Eldorado, that conjures images of golden enterprises. It is taken from Robert Louis Stevenson's great story, "The Silverado Squatters," a particular favorite of the literary Strouse family.

The Silverado Press is quite a youngster, for it was founded on Christmas Day, 1949, with the presentation of a Chandler & Price Pilot press by the members of the Strouse family. This was the gratifying answer to a desire of long standing. Another in the Series
On America's Private Presses

By P. K. Thomajan

For years, Mr. Strouse had collected the works of private presses and secretly hoped that someday he might be able to turn his hand to such a satisfying hobby. On that very Christmas day, the enthusiastic proprietor of the press got busy and produced a little folder expressing his appreciation and wishing all a Merry Christmas. It was nothing to be very proud of except that it was a beginning and an incentive to continue. Of course, no private press is complete without the august presence of an old Washington hand press. The Silverado Press houses such an heirloom and its acquisition was a happy windfall. It all came about from Mr. Strouse's alerting a group of friends, circulating in graphic arts circles, to be on the watch for such a prize.

Then, one fine day, word came to him that such a press had been spotted. Eagerly following up the tip, Mr. Strouse

This is colophon of Norman Strouse's Silverado Press. Illustration is a vignette of California's winemaking Napa Valley bordered with clusters of grapes. To date, 40 works bear this colophon Norman H. Strouse decided that his private press would not be complete without august presence of old Washington hand press, finally acquired one for Silverado Press. Mr. Strouse thinks it's about 100 years old; cost him only \$75. Most of Silverado work is printed on Chandler & Price

wound up in the basement of an old Detroit print shop. There he found the noble press in a sad state, for it was completely broken down to its smallest parts. Checking these over, he was much relieved to find that nothing was missing. However, the frisket and tympan were broken but these could be reconstructed. The purchase price for this treasure was a mere \$75, which those in the typographic "know" would call a "steal."

The pieces were carefully lugged up the basement stairs and the 1,600 pounds of metal divided between a Ford station wagon and a pick-up truck and swiftly removed to the Strouse residence.

Putting this press together was quite an experience and during its course, the proprietor of the Silverado Press learned much about its anatomy. As for its age, Mr. Strouse conjectures that this press must be not far short of the century mark. It has been restored to a reasonable working condition and is burdened only with extra short runs. The majority of the Silverado editions come off the more sturdy and less ornate Chandler & Price.

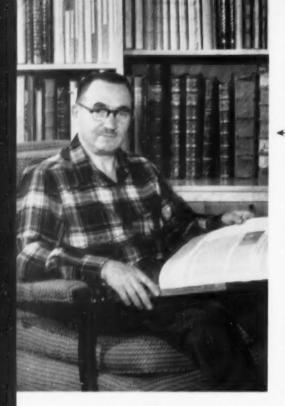
#### Work Includes Old Woodcuts

To date, some 40 titles have appeared bearing the Silverado colophon. They form an interesting collection and are largely of a literate character. Most of the editions are made up of favorite passages and old woodcuts from Mr. Strouse's collection of rare books, which number over 2,000 titles.

Among the notable items bearing the Strouse bookplate are five Jensons, including a magnificently hand-illumined copy of "Plinio Historia Natural"; other incunabula include an original leaf from the Gutenberg Bible, and a copy of the Nuremberg Chronicle larger than any of the three in the Morgan Library.

Another proud possession is a complete collection of the books of those three great English presses: Kelmscott, Doves,





Norman Strouse is a lover of rare books, has 2,000 of them. He uses favorite passages and woodcuts from these books on works he produces at the Silverado Press, including all sorts of entertaining ephemera ranging from cocktail party invitations to birthday salutes for his friends

into the sensitive makeup of this great printer. A sustained devotion to the memory and works of this graphic artisan next led to the printing of another significant item: a 26-page brochure titled "The Master Craftsman"; this contained a reprint of an obituary from the London Times, along with an article from The Fleuron with an appreciative introduction by Mr. Strouse and some excerpts from Cobden-Sanderson's Journals.

#### Classic Christmas Greetings

Other distinctive Silverado items have been an essay on "Penitence" by Thomas Fuller; excerpts from the writings of George Santayana, and a profound essay on Charity, "The Golden Ladder."

The Strouse Christmas greetings have a classic character and generally consist of reproductions of rare old woodcuts with historic footnotes. They are printed on colorful imported paper.

The 1952 Christmas remembrance was embellished by a woodcut used in the Ashendene Press edition of Sir Thomas Mallory's "Le Morte d'Arthur" and the accompanying text provided illuminating data on this heroic medieval legend.

Perhaps the most elegant and impressive title issued by the Silverado Press is its brochure, "The Ashendene Press," printed on Kelmscott handmade paper with Fabrian covers.

The introduction gives an intimate closeup of C. H. St. John Hornby, founder of the press, and the succeeding pages

are made up of woodblocks taken from a major Ashendene book. Only 40 copies of this brochure were issued and the wood block opposite the title page is handcolored.

Along with these more ambitious projects, Norman Strouse is continuously turning out all sorts of entertaining ephemera ranging from cocktail party invitations to birthday salutes.

The Silverado colophon is often accompanied by some sentimental fillip such as: thus ending a year of unprofitable and felicitous work; this pleasant project of creating by hand completed—; a labor of love completed—.

Silverado imprints are modest in size, serene and quiet in appearance. Papers are choice. There is a sparing use of second colors. As for the presswork, Norman Strouse indulges in no pretense of being a great master; in fact, he makes it very plain that he started from scratch but with each effort he has made considerable headway. His erratum slips dropped into items here and there are little masterpieces of humility.

The Silverado type case contains a fair run of sizes of Century School Book, Cloister Old Style, Libra, Bodoni, Bernhard. Verona, Centaur and Arrighi, His favorites are Centaur and its companion Arrighi, and Libra. His special love is Centaur because it represents what he considers the finest modern concept of Jenson, the father of all Roman type faces, and designed by his idol, Bruce Rogers. He also has a fondness for the uncial type face, Libra, both because it is of modern design and because it can also be used so nicely for religious text as he has demonstrated through his earlier production of "Penitence" and his 1954 Christmas card (see page 55 opposite).

Mr. Strause printed this cocktail party invitation for friends in medium green ink on white wove stack. Illustration at left was page one; right, page three



and Gregynog; many of them are unique

association items. There is also an out-

standing collection of the works of such

fine American printers as John Henry

Nash, Bruce Rogers, Frederic Goudy, the

Grabhorns and Daniel Berkeley Updike.

Of the delicate Thomas Bird Mosher edi-

tions printed in Portland, Maine, Mr.

Having in his possession several un-

published letters of T. J. Cobden-Sander-

son, founder of the Doves Press, prompted

Norman Strouse to issue them in an at-

tractive brochure, printed in Cloister Old-

style. They provide a revealing insight

Strouse has nearly 300 titles.

We've decked the halls with boughs of holly

C ome to the Jacksons [Mary & Hank that ist].





for: cocktails

on: december 23Rd

from: five o'clock

at: 630 pilgrim Ro.

BIRMINGHAM

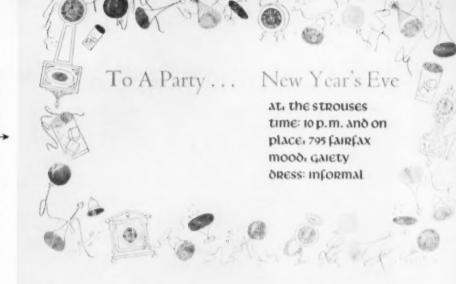
Norman Strouse printed this New Year's party invitation as four-page, French fold, 434x6%, with "You're Invited . . ." in red on page one, display type on pages two and three in red, and smaller type in black on page three. Hlustrations in medium green. Type "SP" in red on page four

As to composition, Mr. Strouse finds it most practical to lay out a pamphlet in general terms, allowing himself considerable latitude so that he can shift and change as the actual composition demands. In this way, the product grows under his hands, and he ends up with something rather different than what he started with, and inevitably better.

The proprietor of Silverado does his own binding, and he derives considerable pleasure in folding and collating the pages. Like a genuine craftsman, he likes to feel that everything is personally performed, by hand.

## Books Led Strouse to Printing

Norman Strouse will tell you that the determining factors that led him to become an amateur printer were a love of books for their form as well as their content. As for his ideals and objectives, they conform with those of a genuine private press enthusiast, being utterly



noncommercial, thus enabling him to indulge in the most far-flung fancies.

To those who contemplate embarking on such a venture, Norman Strouse passes along a fine piece of advice, "Get started while still engaged in your regular work. Thus, you have a chance to get more and more proficient in the craft and when retirement time comes, you can wheel right into a new cycle that is spinning with a bit of a gleam."

One of the most rewarding aspects of a private press, according to Norman Strouse, is the subtle way in which his creations bring him in contact with congenial people who like the things that he likes. Thus, a priceless network of associations is woven that keeps growing.

Recognition for his efforts have come through the fact that collections of Silverado titles are to be found in many prominent libraries.

Two first pages from Silverado brochures for Memorial Day and Christmas. "Penitence" was in gold, body type and ornament in black, initial hand gilded

# 

# penitence

LORD, 100 discover a fallacy where 1 have long beceived myself. which is this: I have besized to begin my amendment from my birthday, or from the first day of the year, or from some eminent festival, so that my repentance might bear some REMARKABLE DATE. BUT WHEN THOSE DAYS WERE COME I have adjourned my amendment to some other time. thus, whilst I could not agree with myself when to start, I have almost lost the running of the race. I am resolved thus to be fool myself no longer. I see no day to today, the instant time is always the fittest time, today is the golden opportunity, tomorrow will be the silver season, the next day but the brazen one, and so long, till at last I shall come to the toes of clay, and be turned to dust. grant, therefore, that today i may hear thy voice. and if this day be obscure in the calen-



no there were in the same country shepherds abiding in the field, keeping watch over their flock by

night, and, lo, the angel of the lord came upon them, and the glory of the lord shown round about them, and they were sore afraid. and the the angel said unto them, fear noti for, behold, I bring you good tidings of great joy, which shall be to all people. for to you is Born this day in the city of david a savior, which is christ the lord, and this shall be a sign unto you, ye shall find the babe wrapped in swaddling clothes, lying in a manger, and subbenly there was with the angel a multitude of the heavenly host praising god, and saying,

# PIA Convention Searches for Better Profits



William H. Walling (right), 1954-55 PIA president, presents the President's Medal to J. R. Jackman, Rumford Press, Concord, N.H., retiring president, at Printing Industry of America 70th convention

★ Some 700 delegates and members of their families attended the 70th annual convention of the Printing Industry of America, Inc., at Hotel Statler in Los Angeles Oct. 28-Nov. 2. It was considered a record crowd for a PIA convention on the West Coast.

New national officers were elected (see story on page 57) at the two general sessions on Tuesday, Oct. 30, and Thursday, Nov. 1. Prior to, between, and after the general sessions were meetings of the Trade Binders Section, the Web Offset Section's executive committee, the Master Printers Section, the Union Employers Section, and the Rotary Business Forms Section. (Reports of these meetings appear in the "Month's News.")

Preliminary meetings began on Sunday, Oct. 28, when managers of graphic arts associations affiliated with PIA held a breakfast and an informal meeting. Monday was taken up mainly with meetings of the Trade Binders Section, the Web Offset Section's executive committee, the PIA executive committee and PIA board of directors. A reception and dinner for the business press were held Monday evening.

The first PIA general session on Tuesday, Oct. 30, included the invocation by Raymond Blattenberger, U.S. Public Printer: words of welcome by Sidney James, president of the Printing Industries Association of Los Angeles; the annual report of PIA President J. R. Jackman, Rumford Press, Concord, N.H. The convention keynote address was presented by Dr. Henry Bund, Research Institute of America, New York City, who spoke on "Profit Potentials You Do Not Control." The new PIA board of directors was announced by William H. Walling, Pub-

lishers Printing-Rogers Kellogg Corp., Long Island City, N.Y., 1954-55 president of PIA.

Tuesday afternoon, PIA delegates heard Albert I. Love of Foote & Davies, Atlanta, Ga., present a talk on "A Tax Program for the Printing Industry." Mr. Love is chairman of the PIA Tax Committee. PIA officials and managers of various member graphic arts associations have copies of the talk and are now studying the program with a view to later action.

Mr. Love's presentation was followed by a talk on "The St. Louis Tax Reduction Program" by Frank C. Corley of the Corley Printing Co., St. Louis, Mo. He ex-

Lee Augustine (right), vice-president of Printing Machinery Co., Cincinnati, receives A. F. Lewis Memorial Award as "Graphic Arts Man of Year" from Raymond Blattenberger, Public Printer, at PIA convention in Los Angeles Oct. 28-Nov. 2



plained the plan sponsored by the Graphic Arts Association of St. Louis.

PIA delegates visited Disneyland during the late afternoon and evening. The Ash Khan reception and dinner, an annual affair for PIA leaders, was held Tuesday evening.

Concurrent sessions of the Union Employers Section and the Master Printers Section were held all day Wednesday, Oct. 31, and Thursday, Nov. 1. (These meetings are reported in the "Month's News" beginning on page 78.)

The final general session Thursday afternoon featured a talk on "Keys to Better Profits" by Peter Becker, Jr., Arrow Service, Washington, D.C. Then followed a panel discussion which included the following: "Selling," Richard W. Cox, Kable Printing Co., Mt. Morris, Ill.; "Plant Planning," Ralph D. Holmsten, PIA technical director, Chicago; "People," Harold D. Ross, Kable Printing Co., Mt. Morris, Ill.; "Production," Donald E. Sommer, Rudisill & Co., Lancaster, Pa., and "Money," by Harold Braun, Fetter Printing Co., Louisville, Ky., chairman of the PIA Ratio Committee.

Thursday evening, Fred Bowman, Bowman Printing Co., Oklahoma City, Okla., addressed the Los Angeles Sales Club dinner meeting on "Building a Sales Program for a Small Printer." (See THE INLAND PRINTER for August, 1955, pages 33-35.) PIA delegates were invited to attend the meeting.

Among reports heard by the PIA board of directors was one prepared by J. Homer Winkler, technical adviser of Battelle Memorial Institute, Columbus, Ohio, urging cooperation with and membership in the Research and Engineering Council of the Graphic Arts Industry, Inc.

Another report on letterpress research was made to the board by Robert E. Rossell, managing director of the Research and Engineering Council of the Graphic Arts Industry, Inc.

The PIA board adopted a resolution to send representatives to meetings of organizations interested in a letterpress printing research program.

The 1957 PIA convention will be held at the Morrison Hotel in Chicago Oct. 14-18. The 1958 convention is scheduled for Dallas. The 1957 spring board meeting will be held in New Orleans, 1958 in White Sulphur Springs, W.Va., and 1959 in Miami, Fla.

A new section for magazine printers was approved by the board. Plans for its development will be announced later. A new section for offset lithographers has also been projected. George A. Mattson, presently secretary of the Chicago Lithographers Association, will join the PIA staff on Feb. 1. (See story on page 83.)



PIA officers for 1956-57 are, left to right: Col. H. R. Kibler, W. F. Hall Printing Co., Chicago, vice-president; Reuel D. Harmon, Webb Publishing Co., St. Paul, Minn., president; Charles E. Schatvet, Guide-Kalkhoff-Burr, Inc., New York City, secretary. Not pictured: John C. Henley, treasurer

# Reuel Harmon New PIA President; Col. H. R. Kibler Vice-President

Four top-flight industry men were named to head Printing Industry of America, Inc., for the next year at the 70th annual convention of the national organization in Los Angeles, Oct. 29-Nov. 2.

New president is Reuel D. Harmon, president of Webb Publishing Company, St. Paul, Minn. Col. Harold R. Kibler, assistant to the president of W. F. Hall Printing Company, Chicago, is the new vice-president. Charles E. Schatvet, president of Guide-Kalkhoff-Burr, Inc., New York City, was named national secretary, and John C. Henley III, president of Birmingham Publishing Company, Birmingham, Ala., was elected treasurer.

Mr. Harmon has been active in association affairs for many years. He is the organization's immediate past vice-president and has served as vice-president and president of the Union Employers Section. He is a member of the board of directors and the executive committee.

Mr. Harmon is the top official guiding Printing Industry of the Twin Cities, St. Paul and Minneapolis. He also heads Webb Publishing Co., St. Paul, with which he has been associated since his graduation from Harvard University in 1926. His responsibilities have been related primarily to over-all management with emphasis on labor relations.

Colonel Kibler, who succeeded Mr. Harmon as vice-president, continues to serve as chairman of the Committee on Business Management. He is a director of the Employing Printers and Graphic Arts Associations of Illinois.

Colonel Kibler began his printing career in 1915 as a Linotype operator and reporter for a country newspaper in Missouri. He studied at Drury College in Springfield and the School of Journalism at the University of Missouri. He received a bachelor of science degree in journalism in 1923 from Northwestern University's Medill School of Journalism.

From 1921 to 1937, Colonel Kibler was active in the newspaper public relations, editorial and publishing fields. In 1937, he became associated with the sales

# Appointed to PIA Board

Wm. Barnes O'Connor, executive secretary of the Graphic Arts Association of Baltimore, is the new member of Printing Industry of America's board which represents the managers of 60 affiliated associations operating throughout this country and in Canada.

Serving on the board with him, and for the same purpose, is R. Reid Vance, executive secretary of Printing Arts Association of Columbus. As senior representative of association managers, he succeeded Henry Henneberg, general manager of the Printing Industries Association of Los Angeles.

R. Reid Vance





Wm. B. O'Connor

division of the Chicago Rotoprint Co., a W. F. Hall Printing Co. subsidiary. Later he was transferred to the parent sales division. He has been assistant to the president since January, 1946.

His distinguished military service during both World Wars raised him to the rank of Colonel in the Military Intelligence Service. He also served as wartime Counter Intelligence Chief.

Mr. Schatvet was graduated from Carnegie Institute of Technology in 1933. He then began his printing career as a salesman for Guide Printing Co., Inc., in which he was associated with his father, the late Elinar Schatvet, founder of the business.

Mr. Scharvet, who was reëlected to the PIA board, has been active in printing industry affairs on both national and local levels. He is a past vice-president and president of the Printing League Section of the New York Employing Printers Association. In 1953, after 15 years of service on the board of directors, he was elected chairman for two years. He continues as a director and is also chairman of the Education Committee, past president of the Young Printing Executives Club, and former vice-president of the Associated Printing Salesmen.

Three years ago Mr. Schatvet was on a team of four American industrial manage-

ment experts who conducted management seminars in West Germany under the auspices of the United States Government.





John C. Henley III

pany's secretary and treasurer soon after he returned from World War II service.

A graduate of Princeton University, he has served as president of the Harvard-Yale-Princeton Club, He is a former vice-president of the American Institute of Graphic Arts, and a past president of the Southern School of Printing and the Southern Graphic Arts Association.

# Printing Equipment Manufacturers Re-elect All National Officers

All officers of the National Printing Equipment Association were reelected at the annual meeting of the organization in conjunction with the Printing Industry of America convention in Los Angeles.

Richard B. Tullis, Harris-Seybold Co., Cleveland, continues as president; Martin M. Reed, Mergenthaler Linotype Co., Brooklyn, N.Y., is vice-president, and James W. Coultrap, Miehle Printing Press & Manufacturing Co., Chicago, is treasurer. James Bennet is executive secretary with national headquarters at 140 Nassau St., New York City.

# Establish Scholarship Trust Fund



Responsible for establishing the National Scholarship Trust Fund are, left to right, John Wolff, St. Louis; Harold Ross, Mt. Morris, III.; Sam Burt, managing director of the Education Council of the Graphic Arts Industry, Washington, and Marry Porter, Cleveland. They're looking at first check

For the first time, the graphic arts industry has a National Scholarship Trust Fund for aiding college students preparing for graphic arts positions as executives, salesmen, engineers and teachers.

Formation of this fund was announced at the Printing Industry of America convention by the Education Council of the Graphic Arts Industry, whose major objective is to develop an educational system for printing and related industries.

The announcement came from Harold Ross, Kable Brothers Printing Co., Mt. Morris, Ill., who headed the committee that readied the plan. He stressed the industry's need for more college trained newcomers than those that colleges offering graphic arts programs are turning out.

"Scholarships," he said, "will not only provide an incentive for young people to prepare themselves for careers in our industry, but also will help students who might otherwise drop out of school because of financial difficulties. We have a fine program to find and select the kind of young people who will benefit most and provide the talents needed to meet the challenges of modern plant operation."

What the committee came up with is a flexible program for accepting scholarship grants, selecting scholarship recipients and making grants to colleges offering graphic arts programs. These steps are aimed at meeting the specific needs of individual companies as well as the varying needs of the industry in general.

Said Education Council president Elmer G. Voigt, Western Printing and Lithographing Co.:

"The Fund is a natural and logical development of the council's program to serve the industry's manpower needs at all levels. It is an investment in the youth of our nation and our industry. We are confident that the entire industry will embrace this program and be as enthusiastic about it as we in the Education Council are."

The council has received more than \$5,000 for starting the program. No gen-(Concluded on page 93)

# Linda Darnell Presents Awards in Self-Ad Contest

Presentation of cash awards and Benjamin Franklin statuettes for the best entries in the fifth annual Printers' and Lithographers' Self-Advertising competition sponsored by Printing Industry of America and Miller Printing Machinery Co. featured a Miller-hosted breakfast on PIA's second convention day.

Winning entries on display reflected continuing progress in the use of functional modern graphic design for effective promotion of commercial printing sales. This time there were fewer "off-beat" and more "hard-sell" campaigns sparked by down-to-earth copy. It seemed clear that printers are paying more attention to what their customers are doing, especially in the way of design.

Narrowing of the gap between material coming from large and small printers was another interesting trend. Large companies frequently spent more dollars on printed self-promotion. Smaller plants made the most of their lower advertising budgets by displaying more creativeness.

Winners of top awards for advertising campaigns were Hennage Lithograph Co., Inc., Washington, D.C.; John Green Press, Inc., Rockford, Ill.; Herbick & Held Printing Co., Pittsburgh. Second place winners were Fine Arts Litho Co., Dallas, Tex.; Jost & Kiefer Printing Co., Quincy,

III.; Tri-Arts Press, Inc., New York City.

First prizes for individual specimens were awarded to Frederic M. Pannebaker, Lithographer, Denver; Republic Press, Yakima, Wash.; R. R. Donnelley & Sons Co., Chicago. Campaign and individual specimen entries from 34 companies received honorable mention ratings.

Linda Darnell beams with the winners after presenting the Bennys at the 1956 PIA Self-Advertising Awards breakfast sponsored by the Miller Printing Machinery Co., Oct. 31 in Los Angeles. Front row, I. to r., is Harry Johnson, John Green Printing Co., Rockford, Ill.; Frank O'Connor, for Jost & Kiefer, Quincy, Ill.; Freddy Pannebaker, Denver; Joseph H. Hennage, Jr., of Hennage Lithograph Co., Washington, D.C.; back row, James Smidl, Republic Press, Yakima, Wash.; James O. Nichols, Fine Arts Litho Co., Dallas; Miss Darnell; O. P. Sperry, R. R. Donnelley & Sons, Chicago; John Winchester, Tri-Arts Press, New York City, and A. H. Gratz, Herbick & Held Printing Co., Pittsburgh



# Methods for Converting Letterpress Forms to Offset

- Many publishers are becoming interested in web offset printing presses
- New methods developed to convert letterpress forms to offset plates
- · Here is a summary of relief-planographic conversion systems in use

Many publishers are becoming interested in web offset printing, and commercial printers are finding advantages in web-fed or sheet-fed offset.

The majority of composition is done in metal type as for letterpress printing. Publication printers must in many cases work from electros, line engravings, or other relief plates for illustrations.

Accordingly, conversion methods have taken on much importance because of the need to produce planographic plates from relief forms.

For the past two years one project of the RIT Graphic Arts Research Department has been the evaluation of promising methods of conversion from relief to offset. Some of our findings are applicable to other processes.

The methods that seem most practical are reproduction proofs (including transparent proofs), translucent proofs, Brightype, Direct-Image Offset, and double-offset transfer. The last is a new method that we have developed in the course of our work.

### Reproduction Proofs

The established and familiar camera copy is the reproduction proof, made from type and plates with the aid of a proof press. The proof is photographed, and the film negative is used in conventional platemaking.

The ultimate quality in all methods of conversion starts with the composition. A good printing face and a smooth level surface are essential. Certain types should be surfaced before proofing, using a Ludlow surfacer, an electrotyper's eraser, or an engraver's charcoal block. It is desirable to remove the resist from engravings. After brushing, the form should be washed with an oil-free solvent.

It is extremely important that all elements of the form—type, engravings, and rules—be type high. The Vandercook plate gauge, the Hacker slug and type gauges, and similar instruments are ideal First of Two Articles

# By Eldon 74. Thompson

Head of Relief Plate Laboratory Rochester (N.Y.) Institute of Technology in Graphic Arts Progress

for checking height. A clean press, smooth rollers, and a hard packing, adjusted to stripe a three-sixteenths inch band, are prerequisites.

It is desirable to use bearers on each side of the form in the direction of cylinder travel, to minimize the wiping action of the rollers, to prevent movement of the sheet, and to control the impression.

A tint bar of about 70 per cent tone should be proofed with the form as an ink control. The tint bar should be positioned across the foot of the form, parallel with the ink rollers.

David Hopewell, deputy manager of the Kynoch Press, Birmingham, England, visited the Graphic Arts Research and Printing laboratories of Rochester Institute of Technology as one of a series of visits to U.S. research, printing plants



Quality is achieved by using standards for press settings, bearers, tint bar, and packing, by control with pressure gauges of the height of all elements in the form, and by checking thickness of packing and paper with a micrometer. We cannot compensate for poor adjustments and preparation of the form by heavy inking and excessive squeeze. There are numerous reasons for being against these common practices.

Ink-film thickness is influenced markedly by the relationship of the area of the form to type height and impression, speed of inking, rate of transfer, and the direct relation of ink to transfer pressure.

Ink should be as stiff as possible for the class of work, yet should not pick the surface coating of the proof paper. Choice of stock should be limited to 80- or 100-pound number one enamel, Kromekote by the Champion Paper and Fibre Co., or a stock made especially for proofing by the McLaurin-Jones Co. and sold under the name of Relyon Reproduction Paper.

The importance of judging the proof under magnification cannot be overemphasized. Weak areas in the ink that appear black or solid to the unaided eye may be penetrated by the camera lights and ultimately result in ragged or broken letters.

# Transparent Proofs

Transparent proofs are usually printed on both sides of the sheet to gain sufficient ink-film thickness for complete opacity. They present problems not found in reflection copy: opacity and front-toback register of the images.

A special thin offset blanket replaces the normal proof-press cylinder packing, and a proof is made directly on this blanket. The form is re-inked, a transparent plastic sheet is positioned to the guides, and feeding it through the press simultaneously prints directly from the type and by offset on the reverse side.

The thickness of the transparent sheet —0.0015 to 0.003 inch—changes the cylinder diameter. The increased surface travel causes a longer print from the type than from the blanket. The thicker the transparent sheet, the greater the error in register; conversely, the thinner the sheet,

the more difficult it is to control in the press.

An alternative is to print only one side of the sheet and dust with powdered iron oxide or lampblack. This method leaves much to be desired.

It appears that transparent proofs should be limited in size or restricted to work falling in a definite class, to line work, and to coarse halftone rulings.

#### Translucent Proofs

Translucent proofs can be of excellent quality, and for same-size work a minimum of equipment is needed to produce a negative for platemaking. Technique and requirements are identical to those for reproduction proofs.

Image opacity is most important, as in transparent proofs. We may ask why a single impression on one side of an acetate sheet would not serve as well. The reason is that greater ink-film thickness is possible on the recommended stock than on most transparent materials.

Translucent proofs should be made on lightweight baryta-coated paper. This special stock is manufactured for the photographic industry. The base is made of a special type of alpha cellulose of wood origin, with 25 to 50 per cent of pure rag pulp for strength. This paper exhibits marked freedom from fibrous structure. The single or double emulsion coating is gelatin and pure precipitated barium sulphate. It is this unique surface that takes ink from the form and results in a more opaque proof than we can produce on most transparent materials.

Light scattering can be minimized and the proof made more translucent by wiping the back with mineral oil. In practice, a photographic negative is made from the proof by contact printing in a vacuum frame under a point source of light.

The photographic film is placed emulsion down in contact with black paper on the blanket of the vacuum frame; this prevents transfer of oil from the proof to the emulsion.

#### Direct-Image Offset

The d-i-Offset Corporation, an affiliate of Standard Rate & Data Service, Inc., Evanston, Ill., licenses use of the directimage offset process. A special offset plate, of paper-backed aluminum foil, and a special transfer ink are used in this method of conversion.

The proof press cylinder is packed with a rubber blanket, the form is inked, and an impression is made directly on the plate. The pressure is adjusted so as to produce an intaglio image about 0.003 inch deep, assuring complete transfer.

The intaglio condition is next ironed out on the back by a debosser, in which the plate is taped to a revolving drum and traversed by wheels under pressure. The plate is then ready for an offset press. The coarse sandblast grain of the plate, the inherent excessive transfer pressure, and the debossing step suggest the process as best suited to tabular, text, or directory composition.

# Brightype

About a year and a half ago, the Ludlow Typograph Company of Chicago introduced the Brightype process, based on direct photography of the letterpress form. Proofing is eliminated.

The form is prepared by removing the enamel from original engravings, then tin-plating the surface with a small hand brush. The tin plating does not change the tone values or interfere with later use of the engraving for direct printing if desired. The purpose of plating is to match the reflectance of type metal when the form is illuminated at the camera.

The form, which may have both type and halftone elements, is sprayed with a special matte black lacquer that dries immediately. The printing face is gently polished with a soft rubber eraser to remove the lacquer. This is the secret of the excellent quality inherent in this method. Since only the topmost surfaces are polished by the eraser, rounded serifs and worn shoulders of halftone dots are not touched, and the form as photographed looks like new.

Let us explain this more fully. In direct printing there occurs a build-up of ink at the perimeter of each minute element in the form, and the sidewalls of type and dots are pressed into the paper surface. In photographing only the top surfaces of type and dots, the Brightype process eliminates the ragged spread that is characteristic of poor printing or worn type.

Since the depth of field of the camera lens gives sharp focus two points (0.028 inch) above and below type height, a superior film copy results from a form too irregular to print direct. A minimum amount of justification is needed in locking the form because it is not subjected to the rigors of printing.

After the form is prepared, it is slid onto the copyboard of the same-size Brightype camera, the chase is clamped, and the board is raised to vertical position.

The unique Brightype system of lighting consists of an array of incandescent lamps rotating around the lens. This produces sharp, uniform frontal illumination of the reflecting metal surfaces.

The Brightype camera makes right- or wrong-reading negatives or positives, or paper prints. For economy and flexibility, the form may include reproduction proofs, Veloxes, or halftone prints.

(Part II will continue the discussion of relief-planographic conversion methods.

# January 18 Is Set As Deadline for Entries In 7th Lithographic Awards Competition

American business as represented by national advertisers, advertising agencies and the lithographic industry has been invited to participate in the Seventh Lithographic Awards Competition and Exhibit, sponsored annually by the Lithographers National Association.

Announcement brochures and entry blanks, designed by the Grant-Jacoby Art Studios in Chicago, were mailed to 27,000 business firms and trade organizations in November, it was announced by

Announcement brochure, entry blanks may be

obtained from LNA New York, Chicago offices

Edward J. Chalifoux, Photopress, Inc., Chicago, LNA Promotion Committee chairman.

An extra dimension has been added to the 1957 Awards Competition, Mr. Chalifoux said. Exhibit panels will be shown depicting new applications and techniques in lithographic production to acquaint printing buyers with the latest developments in this phase of the graphic arts.

The deadline for entries has been set for Jan. 18. This is earlier than in previous years, and there is little possibility of an extension, LNA headquarters reported. Judging will take place in Chicago during the week of Jan. 28.

Announcement brochures and entry blanks may be obtained by writing to the LNA Awards Competition, Lithographers National Association, 420 Lexington Ave., New York 17, or to the Western office, 127 N. Dearborn St., Chicago.

Six winners will be selected in each of 45 classifications of offset lithographic production. Certificates of award of equal merit will be given to creators and producers alike.

Plans are being made to produce an attractive, 80-page awards catalog for distribution to 35,000 printing buyers and lithographers. An appeal has been made by LNA to lithographic suppliers across the country to place ads in the catalog.



# Newspapers Run in Color On Web Offset Press at RIT

- Sunday supplement produced for St. Petersburg (Fla.) Times
- Kodak three-color process and ATF Webendorfer press do job

★ Since Senefelder's time, it is likely that the possibility of producing a newspaper in color by web offset has occurred to

But in the last few months there has been more than thinking and talking on the subject. American Type Founders has been actively promoting the idea through articles in which web offset color for newspapers was proposed. The St. Petersburg (Fla.) Times, a pioneer in new processes, has thoroughly investigated the possibility of printing part of its daily run in color by web offset.

The Graphic Arts Research Department of the Rochester Institute of Technology has been experimenting in the use of the Kodak three-color process in its school newspaper which is run on an ATF web offset press.

It was almost inevitable that these three organizations should cooperate in the production of the first web offset produced color supplement folded into a regular daily American newspaper.

The Rochester Institute of Technology printed and rewound several rolls of newsprint on its ATF Webendorfer four-color (both sides) web-fed offset press and shipped them to St. Petersburg, Fla., where they were fed into the folder of the St. Petersburg Times newspaper press as the latter was printing one of the black and white advance sections of a Sunday issue.

The Graphic Arts Research Department of RIT has for several years been doing research work leading to the development of a system of web offset process color newspaper printing which would be low-cost, high quality, and using as little time as possible between the reception of color transparencies and on-the-street sale.

Preliminary experimental work has been done on the RIT Reporter for which the Kodak short-run three-color process has been adapted to newsprint requirements. Color has been a frequent feature of the Reporter since 1954,

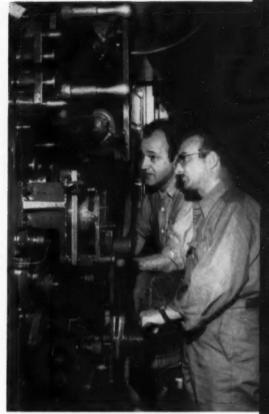
The next step was the printing of a 16-page supplement in full process color for the *Orlando* (Fla.) *Sentinel* in 1955. This paper was folded to tabloid size as it came off the RIT Webendorfer press.

A basic problem in offset printing, and particularly in web offset newspaper production, has been the time and expense involved in obtaining an offset plate from a letterpress form.

The details of a new method of converting letterpress forms to offset plates were recently released in a report from RIT on a research project.

Time-saving is emphasized in the double-offset transfer method developed at RIT. Details of this method are now available to any interested persons.

The latest step in developing a workable system of web offset printing for newspapers was the printing of the St. Petersburg Times supplement which was accomplished through the cooperation of Fred A. Hacker, regional manager of the Web Fed Division of American Type Founders; Alvah H. Chapman, Jr., vice-president and general manager of the St.



Fred Wolfe of RIT web press crew and Ben Faden, press superintendent of St. Petersburg Times, watch ATF double unit web offset press

Petersburg Times, and the staff of the Graphic Arts Research Department of the Rochester Institute of Technology.

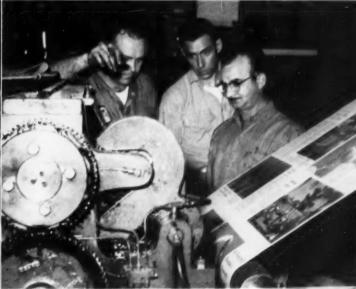
The St. Petersburg Times has consistently been a pioneer in introducing new and improved methods of newspaper production. It has been using two Intertype Fotosetters and two Dow Etch machines since 1954 and has added a third such machine this year.

Especially interested in the possibilities of using web offset for the production of process color supplements, the *Times* sent its pressroom superintendent, Ben Faden, to Rochester for a month where he studied and worked with the Research Department staff to become familiar with the

(Concluded on page 62)

Left: Leslie Prinse and Ben Faden strip color separation positives into position for web offset production of supplement. Right: Les Prinse, now member of St. Petersburg Times pressroom crew (formerly headed RIT web press operation), joins with Anthony Sears, RIT instructor, and Bed Faden to watch web





problems and possibilities of web offset newspaper printing.

Text copy for the *Times* supplement was set in St. Petersburg, using the Fotosetter. Paper positives were pasted up to newspaper page size, leaving space for the color halftones.

Transparencies were sent to RIT only a few days before the run was made. They were 4x5 and 21/4x21/4 in size and were enlarged to various sizes up to 12x14.

Separation negatives were made with a 150-line screen on a short-run color camera. These were enlarged on a Rutherford Process camera to obtain 100-line positives used to make the Lithure plates for the 85,000-copy run. Text copy was printed in black but only three colors were used for reproducing the illustrations. Pope & Gray furnished the inks which were formulated especially for reproducing full color by web offset on newsprint.

There is considerable work ahead, however, if this process is to achieve the desired degree of efficiency.

Makeup, still in the scissors and paste pot stage, will have to be improved. Platemaking for newspaper production needs to be developed to the same productionline efficiency achieved by letterpress.

The elimination of hand work in making separations for process color by the Kodak three-color method is a big step but refinements and standardization are needed. Web offset is still many feet per second behind desirable newspaper web speeds. Color and register control systems are available for the new system but must be adapted to the presses and the process.

And finally, more needs to be done to perfect a conversion process so that it will serve the needs of web offset printing combined with hot metal typesetting.

# LNA Executive Director Appeals For Battle of Processes to End

W. Floyd Maxwell, executive director, Lithographers National Association, has appealed for the printing industry to conduct a positive public relations program aimed at promoting the use of printed media regardless of process. In his address at the recent annual meeting of Graphic Arts Trades Association Executives in Los Angeles, he cited this quotation:

"The true function of public relations, as the corporate catalyst of management, is to encourage good will rather than to disseminate propaganda."

This, he believed, applied particularly to the printing industry, by which he meant letterpress, offset lithography and gravure.

"All arms of the industry must conduct a positive public relations program," he said. "There is no place for a so-called battle of the processes. The greatest need is for underlining the special merits of printing, regardless of the process, as a tool for American industry.

"All of us have a right to point proudly to the special merits of the process we may be using. Each process can serve industry in various ways. Our responsibility is that of promoting printed media as against other media. All three processes will prosper and serve industry more effectively by telling of their technical and scientific progress in striving for higher creative quality and improved services.

"As an industry, we are entering a highly competitive era. We will be competing with various media for a fair and, I hope, substantial share of the advertiser's sales dollar. The more we sell the advantages and merits of printed matter, the greater will be the rewards for all of us.

"We've got to encourage good will for our members' products and services. And I repeat—regardless of process, there's no room for disseminating propaganda, myths and misstatements of fact that can only result in harm to our industry."

Mr. Maxwell stressed that the industry has been progressive in using the printed word to build other industries, but singularly backward in using it to build good will and prestige for its own products and services.

"We have not fully capitalized on the very tools which we effectively employ for others," he declared. "We have yet to use the same creativeness and ingenuity in telling the public and printing buyers how our industry functions and contributes to the betterment of society.

"The lithographic industry has been deeply conscious of the importance of creating better communications with buyers. LNA's Lithographic Awards Competition and Exhibit has grown by leaps and bounds. As a result of this annual promotion, the lithographic industry has been able to record its progress to modern business. Our efforts, multiplied by those of other trade associations and individual concerns, are reflected in the tremendous growth of lithographic sales recently.

"The story of this unprecedented expansion offers lithographers an unparalleled opportunity and challenge. We have the responsibility of getting these facts across to the American public."

He reviewed ways in which the industry as a whole and on local levels can improve its public relations. For example, he paid tribute to the International Association of Printing House Craftsmen for fashioning Printing Week into a powerful promotional tool. But he believed that many trade groups and plants do not yet fully understand its importance.

"Local groups are duty bound to drive this point home to their members," he declared. They must rally support behind this annual observance. They must help their members capitalize on this readymade promotion.

"There is an abundance of avenues for developing a healthy public relations program. What is important is that we acknowledge the need for illuminating the public and our communities with the progress and strides our industry is making in all spheres. Once we ourselves have developed a keen awareness of this need, we will open many new and rewarding avenues of communication."

# LTF Considers Long-Term Research and Education Plan

The Lithographic Technical Foundation's board of directors, in session Nov. 14-15 at the Lake Shore Club in Chicago, considered a long-term projection of research and educational programs from the viewpoint of plant owners.

From Wade E. Griswold came a report pointing out that decisions on such programs should not be left entirely to LTF research and educational staffs, or even to them and their committees. He stressed that the viewpoints of plant owners, who have invested heavily in the industry, are vitally important factors in working out well-balanced and progressive programs. Various views were expressed, and John F. Perrin, LTF president, invited those who had not voiced opinions to do so.

How graphic arts research at Springdale Laboratories had helped Time, Inc., to save millions of dollars was told by R. E. Fischer, who heads Springdale laboratory research.

Arthur L. Johnson, Jr., executive director of the Graphic Arts Association of Wisconsin, detailed how the Visual Economics Programs sponsored by LTF and Printing Industry of America is used to spread knowledge of how the American business system works.

There were reports on public relations, marketing, the ten-month financial statement, technical forums and other matters.

Mark Collins, Smith Lithograph Co., Ltd., Vancouver, B.C., was elected a director to succeed J. Hanes Lassiter, Lassiter Press, Charlotte, N.C., who resigned because of the pressure of other business.

The board approved the research committee and the research steering committee recommendation for Michael H. Bruno, research manager, to attend two European graphic arts events next year. He is expected to present two papers on printability at the May 27-31 International Congress of Graphic Arts Research Institutes in Munich, Germany, and also to attend the International Graphic Arts Exposition (Graphic 57), which is timed for next June in Lausanne, Switzerland.

# THE PROOFROOM

By John Evans

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

#### List of Proofreaders' Marks

A complete list of standard proofreaders' marks, with explanation of each and examples of proper use, is available from Intertype Corp., 360 Furman St., Brooklyn 1, N.Y. The marks are furnished on a handy size  $8\frac{1}{4} \cdot 5\frac{1}{4}$ -inch sheet, printed on yellow stock in orange and black.

This convenient chart shows 83 proofreaders' marks commonly used by both authors and proofreaders in preparation and correction of copy and proofs. Copies of the sheet are available from the company's sales promotion department.

# Use of the Allmark Symbol

Q.—Twice recently I have come across the word "allmark"; in one case it was described as a term used in printing. I have been unable to learn what it means. Do you have any information on it?

A.—The allmark, which is simply a small open circle, is a symbol used by the U.S. Government Printing Office on the last printed page to indicate the end of a book, booklet, or pamphlet. Usually it appears centered about eight or ten points below the last line of type, but we have seen it placed at the bottom of a page when the type page was quite short. If the Government Printing Office imprint line appears on the last page, the allmark is not used; that is, they are not used together on any one page.

The Honorable Raymond Blattenberger, Public Printer, has graciously supplied the following historical data on this unusual symbol:

"The first use of the Government Printing Office allmark is clouded by time. Shortly after 1861, when the Government Printing Office became congressional printers, a capital 'O' was used to indicate 'the end.' About 1897 the open circle was adopted and has been in use since.

"Various reasons have been suggested as a basis for its development. Among those reasons, all based on the memory of oldtimers and hearsay, are the following: (1) The 'O' was derived from the capital Greek omega, suggested by the phrase 'from alpha to omega.' The capital omega, not quite an 'O' in shape, indicated 'the end.' This evolved into the present open circle. (2) The first newspapers set on Linotype used a cutoff dash composed of an 'O' with an em dash on either

side. As these dashes had a tendency to cut into paper stock, they were dropped. (3) The old '30' was also used, and legend has it that the '3' was broken off in printing, this leaving an 'O,' which later became the present open circle."

### Quotation Marks Again

Q.—Why is it so important that periods and commas be placed inside quotation marks? They are outside in nearly all typewritten copy. If the typesetter "follows copy," isn't that good enough? Should it be reset?

A.—You must be new around here. We'll run through it again. The general principle of setting all periods and commas inside closing quotes has been established in American practice on a basis of

# New York Proofreaders Membership List Tops 60

The Proofreaders Club of New York, formed in October, 1955, by members of New York Typographical Union No. 6, now has a membership list showing more than 60 names. Fred Nesson, president, rates this growth as proving the need for proofreaders to work together in promoting their professional interests.

The New York group was set up to carry on a two-way educational program. Speaker and round table discussions are designed to enhance the status and prestige of the proofreading craft, and to increase employer, editor and publisher recognition of the importance of proofreading services. These aims are what Mr. Nesson calls the external phase of the program. Improvement of the members' on-the-job efficiency is the internal educational objective.

All members belong to New York Typographical Union No. 6. Meetings are open to nonproofreaders.

Mr. Nesson is head proofreader for Howard O. Bullard, Inc., and chairman of the Big Six chapel in that composition plant. Other officers are Sam Robinson, Sorg Printing Co., Inc., vice-president; Bertha Gerber, Chopp Printing Specialties, Inc., treasurer; Aime Ackerman, Fairchild Publications, corresponding secretary, and Irving Berkowitz, Steinberg Press, Inc., recording secretary.

both aesthetics and mechanics, but mainly, as is stated in the *Manual of Style* of the University of Chicago Press, "for appearance' sake."

Aside from the preference of some American writers, there is but one exception; that is, in certain U.S. Congressional matter the period or comma is placed outside the quotation marks when it belongs not to the quotation but to the whole sentence or the clause containing the quotation. The latter also is British and Canadian style.

It is possible to make this rule as regards these two marks because their meaning or value never changes. Other marks, such as the exclamation point or the interrogation point, must necessarily be set inside or outside final quotation marks depending on whether they belong to the quotation or to the sentence as a whole.

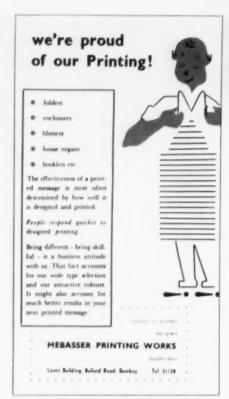
As you say, much typewritten copy has the periods and commas outside. This is because teachers of typewriting in high schools and business colleges transmit that style to the students. If we could but persuade the teachers to adopt the principles of any well-edited American book, magazine, or newspaper, the next generation of typists might be better informed. Until then, the responsibility rests with the copy editor, if any, to mark such transpositions for the information of any compositor who may be unaware of the rule.

After the damage is done, according to copy, resetting is not warranted. If the customer decides to make the alteration in his proof, the operation is chargeable.

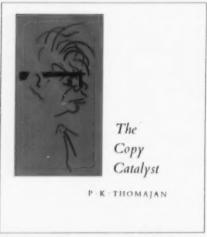
#### Ancient Jokes Are Now for Real

Q.—Is there such a thing as "italic quads," or is that just an old printers' joke?

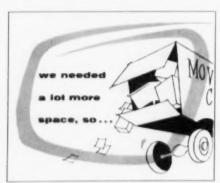
A.—Long years ago, when life in a printing office was far simpler, italic spaces and quads, left-handed monkey wrenches, paper stretchers, and suchlike were common devices used to keep a green boy "on the send" for the amusement of the printers. Nowadays any printshop that has a Ludlow Typograph or certain cursive typefaces in foundry type will have plenty of diagonal or italic spaces and quads. Many sloping type faces actually are cast on a diagonal body—parallelogrammatic—and the spacing material is of the same shape so as to form solid lines.



Julie Eliezer, Cambridge, Massachusetts, did this  $4\frac{1}{2}$ -by  $7\frac{1}{2}$ -inch card in native India. The smock-clad workman is formed of type characters and rules, some bent



Pink panel draws the eye and overprinted cartoon character commands high interest. Layout of front of self-covered booklet exemplifies power of order and simplicity, demonstrates Thomajan has "a lot on the ball"



Front of 51/2- by 41/4-inch French-style folder, Truck front, bled off, acts as vision arrow to inside (at right)

# SPECIMEN REVIEW

By J. L. FRAZIER

# **Novel Way of Showing Types**

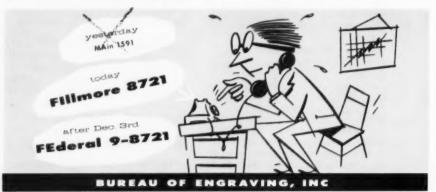
THE COMPOSING ROOM, New York City.

—In your "What's New, June, 1956" mailing you have hit upon a highly interesting and effective, and at the same time helpful (practical) way to announce additions to your type equipment. The idea of galley proofs is suggested by the two 9- by 26-inch sheets of heavy paper stitched at the top. Folded so that the top sheet of nice gray cover paper remains on the outside, these galley proofs are not in the least flimsy as conventional ones are. Like galley proofs, however, but one side of each sheet is

at least in part, a stunt. It is nice of you to offer copies to any readers of this department who ask for them, so are happy to tell them your address is 130 West 46th Street. New York 36, New York, doing so with a secret hope you'll not wish you hadn't made the offer. In view of your offer, we hope others will submit any novel presentations of types which they have originated.

# "Red Carpet" Here Is Almost Real

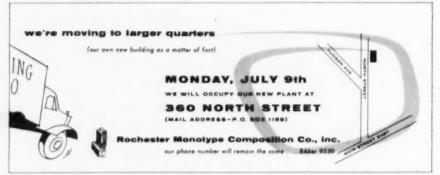
STATLER HOTEL PRINTING SHOP, Buffalo, New York.—As far as we are concerned, the idea featuring the French-style folder



Lively cartoons of characterful technique are patent eye-stoppers and stir up interest, as this blotter from Minneapolis and cover (left) forcefully demonstrate. Color on the original is a strong, brilliant green of medium tone

printed, what's printed being single lines of types added to your equipment since, we suppose, the last issue of "What's New." Lines sampled are in comparatively large sizes, that is when, of course, the particular style is for display use. The piece is mighty well done. We are struck with the large number of the styles shown being old timers, some now enjoying a degree of revival. Since we have known your plant as one of the leading in its line, and believe confidently you have all the latest worth-while fonts, we suspect this showing is in the nature of, or

distributed at the Los Angeles Craftsmen's convention is original with you. In any event, you were smart to employ it as others will be when on occasions, which most should meet up with, it is desirable to express "welcome" with printing, but more graphically than with type and paper. All are familiar with the old saying "We'll roll out the red carpet for you," know it is literally true in cases where the President, for instance, is to be escorted into a hotel or other public place. You have put all the welcome which is implied by a real red carpet in a way that seems



Color on original—for which a soft, rough white paper was used—is light, bright yellow-green. With the spread of decided oblong proportions, use of wide sans serif type is not only acceptable but quite the ideal choice

Items submitted for review must be sent flat, not rolled ar folded. Replies cannot be made by mail

real. To explain it to our other readers we must describe the front page. "Welcome to Hotel Statler in Buffalo" is printed near upper left-hand corner, with the Statler crest close below the lines. At the right, near upper right-hand corner, an outlined halftone illustration of the hotel is printed, also in black. Extending from the bottom edge of page to hotel entrance a narrowing band of red—narrowing to show perspective, of course—appears which simulates the red carpet. Now, for the stunt! The band is not printed.

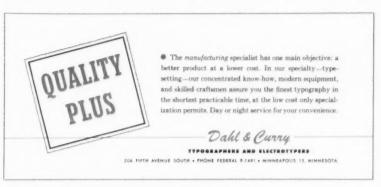
that together we have here given all readers something they can make capital of; in some cases it might be in a very big way.

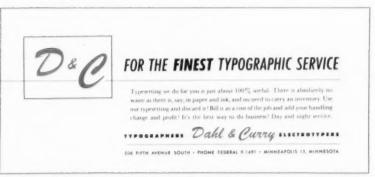
# Sampling by Portfolio

TOLEDO PRINTING COMPANY of Toledo, Ohio.-Not a few, but too few printers make it a point to print over-runs of important work they've done and send copies of several such pieces in a folder with a short fold-up from bottom, forming a pocket, to prospects, just as you do. Depending upon the quality of the work and, in a measure, on the prominence of firms whose work is represented, the practice can be a most potent promotion feature. As the type matter is a bit overshadowed by illustration and graphs in color on the leaf bearing the report of the Libby-Illinois Retirement Fund, a weaker color or stronger type should have been used. Old English type should never be letterspaced as on another item in the portfolio but work is of very good commercial



The twain of good appearance and forceful, expressive display meet in card reproduced (reduced) above, the original being in black, gray (band along right) and deep red on medium gray stock. It was done at Dagens Nyheters Larlingsskola (trade school) of Stockholm



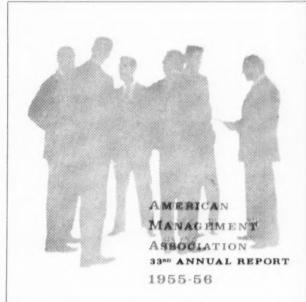


The above pair of blotters most effectively exemplify our axiom "Make it big and keep it simple."

Comparatively big display set interestingly against much white space begets power, yet does not overpower text, the readability of which is heightened by comparatively wide line spacing

Top leaf bearing title page copy is diecut to effect the correct perspective from bottom edge to base of building and a suede-finished novelty paper is glued around the die-cut opening to the back of the top leaf. The feel is, of course, quite like that of an expensive "silky" carpet. Remembering that the folder is double or French-style, it is obvious the sheet of suede stock is "backed up" and center spread is printed as usual without effect of small suede swatch. Little finishing touches like this can vitalize printed items, add tremendously to their appeal. We think

grade. You do an excellent job on the The leaf publication "Edison News." of gray, with fold-up to hold specimens, should certainly, we think, be more glamorous than the straightaway typographic form printed in black only. For punch, in addition, there is not enough difference in size between the top display, "Random Samples," and the smallest type of the block, essentially body, starting with statement that the samples are not "show piece jobs" but "day-to-day production jobs." A point on handling type is suggested by this block of text. The spacing between



Reporting or talking things over could scarcely be better symbolized in picture than by silhauette on cover of annual report above. On original, picture plate, screened back of white dots to look gray, and line "33rd Annual Report" are in black, other type in blue



Booklet cover, also from Swedish school where Ake Jansson is supervisor and teacher of typography. "Feeling" of type matches technique of picture. Color on ivory-toned stock is a deep, dull green





512 SEEVENTH STREET, N. W., WASHINGTON A. D. C. DISTRICT 7-8203



NESS . RACINE Club of Printing House Craftsmen

LAYINE P ZACOBE



601 SANTA RITA ROAD PLEASANTON, CALIFORNIA



CLARE MARIE JACKSON

840 North Michigan Avenue - Chuago II . Delavalle I 8283



If one could show the full-size printings of the six letterheads above to a hundred he might be surprised over which would win majority preference. We believe it would be the first. Views on others, especially the more glamorous, would be extreme. Such would be rated first by some and last by others, but not second or third by any. Being rated second and third by many, top heading would get most points. It lacks but one thing, glamor. But, what about the way the name line stands out, the striking power of the several display elements? If possible, it is difficult to beat caps of a pleasing, round, and noncontrasty roman for display use. As for glamor and attention arresting power, a letterhead, unlike an ad, doesn't compete with anything. All have points of merit as suggestions or they wouldn't be given space without deprecatory comment. Red is color on all except second, on which it is light brown, properly so far as esthetic appearance is concerned, improperly for the reason that regulation calls for vermilion. The striking Magic Mist letterhead is the work of LeRoy Barfuss, art director of Wetmore & Company, Houston printing house, and that of Jackson from Acorn Press & Book Shop, Oak Park, Illinois

lines is too little in view (1) of the length of the lines and (2) in relation to the extremely wide spacing between preceding lines which are more or less displayed. There should be a balance in the amount of white space throughout one display. We have made the foregoing general points suggested by your work especially in order that we might offer constructive information to all readers. Errors are rather common. Your press work is very good. You should strive to see that all the work you do is as good as the best of it, and that goes for others, too.

# White Space and Balance

ALPHA BETA PRESS of Chicago. - The announcement of your new organization in the field of printing is neat, reasonably attractive, not ineffective, and it is very readable. With all but the ornament of two bells in upper-left corner in a soft, dull blue-which is not at all too delicate considering size and weight of type-where most would employ black ink, a measure of distinction and of 'color" is introduced. That is all to the good. There are two lateral design elements above the signature lines, the display "Announcement" with ornament mentioned, just above and slightly to left, and the block of text in News Gothic, a very readable style, at the right. The two elements are separated by a vertical rule. This rule is not exactly in the center laterally, but near enough so that the two sides don't quite represent the difference essential to good proportion, i.e., a pleasing variation. With the signature lines flush right-with block of text above-short of full measure of job and longer than lines in block of text, white space, largely massed at the left of vertical rule, is rather unpleasingly irregular. Aside from that, it is not balanced as by some similar amount somewhere on right side. We consider spotting the signature flush left, but without enthusiasm. Whiting out would be better, but with balance adversely effected. We offer the points without solution as food for your own thought. If sig. group were longer, the effect so far as distribution of white space is concerned would be better. However, the signature would then be too large. The word 'Announcement," in Lydian Bold italic, by the way, might be dropped just a little, because, in view of white space elsewhere, it crowds the ornament. Here another point arises. The ornament is printed in a weak and dull blue-gray, offers so little contrast with the key color blue that the use of a second color might well be questioned. Finally, with Craw Clarendon used for the name, there are three styles in the small form, and no pair at all related. It would have been better if the line were in Lydian Bold caps, for another reason because that is a far more attractive and impressive type than Clarendon, for the revival of which we can see no sound reason.

# Old-Fashioned Types a Handicap

SOMERS JUNIOR HIGH SCHOOL, Brooklyn, New York.—As school shop work goesand especially at the junior high level-the samples of varied forms you submit are above average. Further than that, in most instances the most serious fault involving basic considerations of straightaway display composition-up to the point, that is, where

the top-flight craftsman would add those refining extra qualities making what he does outstanding-is concerned with types used. By no means of quaint or over-fancy design, some are not only dated but humdrum. An example is the Century series or equivalent, and, of this, particularly the bold version used for most display of the leaflet on goldenrod stock for your Printing Education Week dinner where short prayers of grace for meal time, Jewish, Roman Catholic, and Protestant, respectively, appear across the top. Outside of those few styles designed specifically for small size and text of newspapers, no more legible form than Century has ever been evolved. The style, though, is stiff and mechanical of form, suggesting a man in working clothes. Whether or not book and reading forms have been improved since Jenson, Caslon, and Garamond, styles primarily for display have greatly improved, even since the early years of the century when Cheltenham Bold took the typographic world by storm. For display there are many,



Fundamental Investors, Inc.

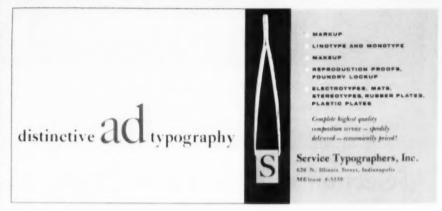
> 94th REPORT TO SHAREHOLDERS 3 months ended

3 months ended June 30, 1956

Trade mark near top and narrow group of type near bottom develop strong vertical effect to compensate for disharmony between wide main type group and shape of page. As cover for small, inexpensive booklet, it is much above average. Balance and proportion would be improved if script lines were even slightly raised. Second color on the white paper of original is dull red

many styles which are readable enough while looking better because they're better dressed, have much greater esthetic appeal. Between Century Bold and Lydian Bold, for instance, a great advance in appeal has been scored. The Cartoon Bold used for the display, "Grace at Mealtime," seems fresh where the Century seems stale. Generally speaking, in two-color work like this, the heavier elements should be printed in the weaker color,

# COPY IS SIMILAR, WHICH DISPLAY DO YOU PREFER?

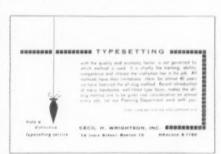




Help us determine which of the two blotters reproduced above a majority of responding readers considers better. If enough "vote," thus avoiding so far as is possible the danger of pet ideas dominating, the decision should point out the better. If, rather to repeat, the number who thus give us their opinions is sufficient to be considered a safe cross section—or "sample," as the forecasters say—the blotters will be shown again, with the balloting tabulated. Typography should satisfy majority taste. If the response

should be small, each one who participates will be advised of the result by letter, that proving a manner of check upon himself. All opinions expressed will be held in strict confidence. In the latter circumstances, if one "goofs," being in the minority can't necessarily mean much. Do participate, help us! All you need do is write "No. 1" or "No. 2," whichever represents your choice, on a post card and mail the card to J. L. Frazier, 1019 Mulford Street, Evanston, Illinois. You need not sign, but please give reasons for your selection

but you have unfortunately printed the very heavy illustration in upper-left corner and the Printing Week seal in black with all other parts (all type) in weak green and some of the type is quite small. The green, either of itself or because dulled by the yellow-orange stock, is so weak and devoid of brightness, there is little merit in its use as compared with what the effect would be if all elements were in black except the two cuts and these in a strong, brighter green. The two program covers show design promise and are basically quite interesting. However, because of the extreme size and weight of the "P" of "program," the one giving the week's program is decidedly overbalanced (too heavy) on the left. The big letter not only overbalances through size but from being printed in the strong color, a very deep brown, while the cut of Franklin in the counter of the big letter is in the red second color. Positioning of the whole form aggravates the effect of ill balance, what with a very narrow space at left of the letter's long stem and a wide one on the right, where but two lines of type extend. If you'll look at the form as printed, you will see that it is also too low on the page for good balance. When you look at a printed design, it should not seem to have the effect of pulling your eye one way or another, up or down. One should be unconscious of any such "pull." The menu cover reflects originality but the squares of the background are so strong they overpower the lines of type printed in the darker, stronger color. Setting the one line "Dinner Program" in a different, but ever so little different, style is harmful. Any contrast—and contrast of size, too—should be a real one or it is better if there is none at all. If you'll send us more samples, we'll make further suggestions not possible at this time.



So far as we know, Cecil H, Wrightson, the Boston typographer, alone in the graphic arts, makes weekly mailings. Original of post card shown above is printed in deep grange (brown) and light green on white stock

# THE COMPOSING ROOM

By Alexander Lawson

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

# Selection of Type Faces Offers Wide Possibilities

- An embarrassment of riches makes choice of type a difficult matter
- Trends and vogues of specialized type usage fluctuate rather quickly
- One type user claimed even the gods do not know which type to use

Few subjects are as controversial among printers as the selection of type faces. Perhaps it is rash even to bring the matter up, but composing room people love to talk shop, even when there is disagreement.

In the present discussion, it might be appropriate to steer clear of one phase of the type selection business, and that is—what type to use on a particular job. Since the factors involved in type use are extremely varied, it is impossible to be dogmatic. My own favorite answer to this question is to quote William A. Dwiggins, one of the foremost living typographic designers, who has said, "What type shall I use? The gods refuse an answer. They refuse (sacrilege though it be to say it) because they do not know."

#### Type Choices Need Discretion

The choice of types for the shop is a somewhat different matter. First of all, it can be a very personal thing. We have a superabundance of type from which to choose. Foundries, American and foreign, and composing machine manufacturers are all eager to help us in our selection. With this embarrassment of riches, it is necessary to exercise some discretion in any selective process.

A discussion of type choice is further hampered by the continuing trend of specialization in the printing industry. Even the ordinary commercial plant is leaving its type problems unresolved and is giving the trade compositor a free hand in type selection. Economically, this is fast becoming a wise decision, as the trade comporan more easily keep abreast of typographic trends. But it does take some of the fun out of the job. The small commercial plant loses an opportunity to be creative and becomes involved only in the number of impressions rolling off in the

A still further consideration concerns the use to which the type is to be put. Is it going to be used in jobs actually on the press, or for reproduction proofing or electrotyping? The selection of a type is frequently based upon the answers to these questions.

The availability of the face raises additional factors. If it is a foundry type, is it American or foreign? If the shop has slug-casting machines or single-typecasting machines, the problem is complicated to a greater degree, as it often happens that a type design has features which, even in the same general style, vary a great deal in the different machines. Even the location of the source of supply can influence somewhat the printer's choice.

If we assume the shop is an ordinary commercial establishment producing a variety of printing, from envelope corners to periodicals, this might be a good starting point for a study of type requirements.

Excluding the possibility of personal quirks and bias in type selection, an effort must be made to analyze the kind of printing to be done, the preferences of potential customers, if any, and at least some thought given to current trends in type

# thought given to current trends in Paris Newspapers First to Use

Teletypesetter Circuit in Europe

Agence Centrale Parisienne de Presse, a group of 11 newspapers, is using the first Teletypesetter wire circuit in continental Europe.

First copy, produced at the Paris office, was transmitted nearly 200 miles to La Bourgogne Républicaine at Dijon, where

the tape was reproduced by a Teletypesetter perforator and fed into a Linotype Comet. Thus, through keyboard operation in Paris, copy may be dispatched to an unlimited number of places.

Expansion of the system throughout France is foreseen because the Company for the Equipment and Modernization of the French Press (GEMFP) plans to extend credit enabling newspapers to buy Comets and Teletypesetter equipment.

use. Naturally, a customer's choice of a type must be given due consideration, although it is the printer's task to make every attempt to align it with his own thinking.

Many printers will disagree with the idea of allowing a customer to select a type. Even Daniel B. Updike, during his career, was reticent about this practice. He would show a customer three or four faces and ask him to choose. In this way, the customer, according to Updike, exercised a choice, but only a choice of the three or four best kinds of the same thing.

# Printer Has Best Knowledge

He further stated that he didn't think it fair to fool the customer, but that it was equally unfair for the customer to fool himself. He should get only what he is paying for: the best knowledge the printer possesses.

It must be recognized that pressures will be constant to add to the type list for special jobs. This practice will eventually strain storage facilities and contribute to the expansion of overhead costs. Keeping up with trends in type faces is a losing battle for almost every reasonably progressive printer. It is frequently impossible to predict just how long a particular

M. Lustac, Agence Centrale Parisienne de Presse general manager, and Robert Pontillon, Secretary of State Information Dept. head, figure in Europe's first Teletypesetter circuit inauguration



type, especially a display face, will remain in popular demand. Many specialized types have become obsolete rather quickly.

A general rule can never be formulated concerning additions and deletions. Should a customer demand a particular face and back up his demand by giving the printer a particular volume of work using it, the economics are quickly solved, as the customer will have purchased the type. However, unless the printer is engaged in advertising typography, requests for every new type will not be extreme, in spite of the efforts of type foundries to contact buyers of printing when new designs are about to be offered.

The vast output of types from foundries and machine companies makes it difficult for the printer to realize that he can get along with relatively few. His range of choice is such a broad one that the very riches themselves are confusing. While many printers decry this prolific production, just as many more are captured by

### Collector's Passion a Danger

It is easy to acquire the collector's passion, even when it comes to expensive types, since once we have the "bug" we simply must have this exotic new type or that charming one. All well and good, of course, but it is not conducive to cold planning. However, we should not frown too much on the practice, as enthusiasm for the product is a necessary attribute in a printer.

That this situation is not exactly new to the printing industry is apparent upon reading the statistics concerning printing in Venice in the years 1470-1500, when some 1,700 different type faces and sizes were designed and cast-a nice production rate for one town.

Nevertheless, the profusion of types is often a hindrance to good typographic design. We have such a variety of every style of type readily available that we often lose the opportunity to do the best creative typography with a few, and to extract from those few the best possible use. The printer completely familiar with but a few good types can, by subtle changes of size and leading, achieve effects unobtainable by the designer with dozens of faces on hand.

More and more it is becoming difficult to practice restraint in type use, dominated as we are by the so-called modern communications techniques of shock. In typography, these same techniques have long been assailed by J. L. Frazier in his "Specimen Review" department.

The question, then, "What type for the shop?" is predicated by a long look around and a great deal of sound thinking before concrete steps are to be taken. In a following article, I hope to explore the actual type selection for an average commercial plant, along with the reasoning behind each selection.

# Typographic Scoreboard

# - Subject: Saturday Evening Post --

Issues of September 29, October 6 and 13 160 page- and 2-page advertisements

#### Type Faces Employed Century Schoolbook (T) Century Expanded (T) Century Old Style (T) Bodoni (M) Bodoni Book (T) Baskerville (T) Baskerville Bold (T) Caledonia (T) Caledonia Bold (T) Times Roman (T) Bookman (T) Venus (M) Garamond Old Style (T) Garamond Bold (T) Vogue Bold (M) Fairfield (T) Electra (T) News Gothic (M) Caslon Old Style (T) Granjon (T) Mono Cochin (M) Futura Medium (M) Excelsior (T) Bulmer (T) Ideal (T) Mono. No. 157 (T) DeVinne Modern (T) Lino Primer (T) Ads set in traditional types

Ads set in modern types Nine advertisements are not represented in the foregoing tabulation because four are completely handlettered two in the conventional manner and

two modern-and the remaining five are set in a mixture of styles without one predominating enough to be classified. These nine however, are included in the tabulations of Lavout. Illustration and General Effect below and, so, have their effect in the complete analysis. It should be noted, also, that the display of 26 advertisements credited to Traditional types in the list of "Type Faces Employed" is in type of modern character. More advertisements in the issues checked are therefore modern than the totals suggest.

Weight of Type	
Ads set in light-face type	109
Ads set in bold-face type	35
Ads set in medium-face type	7
Layout	
Conventional	122
Moderately modern	37
Pronouncedly modern	1
Illustration	
Conventional	133
Moderately modern	23
Pronouncedly modern	2
Note: Two advertisement	s were
without illustrations.	

#### General Effect (all-inclusive)

Conventional	75
Moderately modern	84
Pronouncedly modern	1

Not everything called "modern" in typography came with cubism from Europe 30-odd years ago, and most of what did has gone. Crisp new types—unlike both our crude old ones and weird, ugly imported styles-and fresh, fast-reading, unsymmetrical layouts constitute the "modern" today. No development of weeks or months, illustrations which bleed off paper are considered "modern" here, will be until some mode for plates surpassing them—as they generally surpass conventional treatments—is evolved. On this basis—tongue lightly in cheek Scorekeeper rates display on left "best modern" in issues checked. Other is nominated "best conventional." A gradual blending of "modern" and "conventional" is again noted



# X. TONE HARMONY AND CONTRAST

\* Harmony of tone between the initial letter or decorator and text should always be considered when one is used. It is not because the page is utterly ruined if the initial is a trifle deeper in tone than the mass of type, for it may not be, but because the appearance is best when initial and text blend into a uniform gray tone. The very size of an initial, whether it be decorative or plain, provides the prominence necessary to embellish a page and direct the eye where reading should

Concluded

ing the value of the contrast of black and white as a means of emphasis, there is a point beyond which it is inadvisable to go, and the constant danger of going beyond this point is one of the greatest arguments in favor of uniform tone throughout.

While the effect of a picture that is out of key is similar to that created by an ornament of inharmonious tone, a comparison between what is right and wrong is than the other—and black and all cold colors are stronger in tone than warm colors, in which class the reds and oranges most generally used for the second color fall—harmony of tone is secured by selecting for the weaker color items that are proportionately stronger. When forms so planned are printed in two colors the desired uniformity is apparent.

In the printing of large posters, hangers and work of that character, in which it is desirable to cause the main display lines

# MODERN TYPE DISPLAY

A Manual In the Selection and Use of Type and Ornament



By J. L. FRAZIER-

begin, even though it does not stand out through a contrast of tone.

Of course, an initial that is somewhat deeper in tone than the tone of the text adds an effect of color to the page, but if there is not an appreciation of the importance of tone harmony the designer is apt to go farther than necessary to obtain this effect of life and color. He may employ such a bold initial letter that, in addition to marring the appearance of the page, it will handicap reading. Such an over-strong initial, continuing to hold the reader's eye by its great strength, will distract him more or less and prohibit his giving to the matter below the concentrated attention on which clear understanding depends.

This is a point which must be given consideration whenever a stronger note in type display is considered desirable, whether that stronger note be in the form of an initial, ornament, illustration or mere type display line. Without discount-



ECENTLY at a factory conference at which the heads of the firm and the various managers of the advertising department were present this interesting question arose: "Is there a way of finding out, scientifically,

the justice of certain expenditures, considered relatively, as between the cost of producing art and typography and

Figure 93



ECENTLY at a factory conference at which the heads of the firm and the various managers of the advertising department were present this interesting question arose: "Is there a way of finding out, scientifically,

the justice of certain expenditures, considered relatively, as between the cost of producing art and typography and

Figure 94

Due to current understandable preference for crisp and streamlined typography, big decorative initials are now rarely seen. They're used here, without prejudice, when pictures of identical techniques would be more apropos, to show effect when "feeling" of type and art match

made above for the sake of emphasis. Although the Cloister initial of Figure 93 and the Tory letter of Figure 94 are perhaps equally pleasing when considered alone, the combination of type and initial in the latter is much more satisfactory. This is true not merely because of the even color of type and initial but because of the similarity of the initial and the Garamond type in details of design.

The general effect of an advertisement or other item of printing is similarly heightened when the tone value of the illustration is given consideration in deciding upon the particular style of type to be used.

The question of tone harmony must be considered in forms to be printed in two colors as well as in those which are printed in one. In the latter case tone harmony is assured by selecting all units with a view to their uniformity as to strength or tone. In printing to be done in two colors, one of which is measurably weaker in tone

to stand out more prominently by the contrast offered in the use of red or a variant of that hue as the second color, the situation solves itself. The main display lines are naturally set in the largest and boldest types, and printing them in red not only increases their effectiveness through color contrast but at the same time equalizes the tone because red is weaker in value than black. It is not because red is stronger than black that it is selected for printing important lines in typographical display, but because of the variation or contrast in color which its use affords, thus adhering to the principles of color value.

An illustration showing how far wrong one may go in this respect is provided in Figure 95, which has been utterly ruined in the process of separation for color printing. Words are printed to be read and to convey information, but borders, ornaments, etc., simply serve as embellishment—or, in the case of borders, to hold the type together in a unified design.

Therefore, nothing should hamper the legibility of the type. Printed in the stronger color, as here illustrated, the thick rule of the border most decidedly subordinates the small type.

On the other hand, considering it from the artistic standpoint, the separation of items for printing in two colors is such that instead of equalizing the tone of concolor is to be used. The heavier tones, representing the brighter color, must be massed rather than diffused over the design. Furthermore, there must not be too many tones, as there must not be too many colors. To employ more than two tones is to take the chance of losing the advantages of both tone harmony and tone contrast. Figure 95 is displeasing because, in

value under the circumstances of its use. It is a good style for small advertisements on newspaper and magazine pages that must compete with adjacent displays occupying more space and containing both larger and bolder display types.

The fact that the body matter is in light face causes the two big lines, "Art" and "Currier," to stand out more emphatically

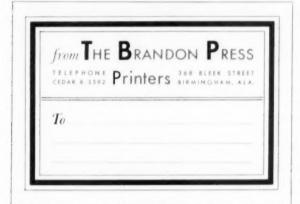


Figure 95

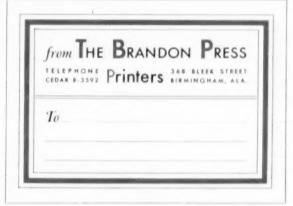


Figure 96

trasting elements the variation is increased, as the initial letters, the word "To" and the six-point rule inside the light rules of the border—the heaviest items in the design—are printed in the color that is strongest in tone. The only relatively weak items in this design are the thin rules of border outside and inside the six-point rule, the small type and the guide lines. In fact, all considerations that should govern the breaking up of a design for color are violated.

In Figure 96, the same design is shown properly divided for two colors. The heavy rule is printed in the weaker color, so that the contrast between it and the light rules is not so harsh and disagreeable as in the original printing. The words, the real important features, are printed in the strong color and maximum legibility results. Initials-being stronger in tone than the remainder of the words which they begin-are printed in the weaker color in so far as tone is concerned. This lends proper embellishment, balances values and does not impair legibility, for the words now stand out, whereas in the original they were subordinated to the ornamental features.

Quite often contrast in tones is desirable, and when applied intelligently may be said to add "color" to the page printed in one color—that is, black. Mr. Currier's advertisement, Figure 97, is an illustration of this idea; it is one often utilized by typographers and designers of even national repute.

In giving, by contrast of tones, the effect of "color" in a design printed in one color, the same good judgment must be exercised as when a second and brighter

ART
The best that artist's brush, camera and printing types can offer for the production of booklets, catalogues, folders & advertisements, are at your service through

CURTIER

COMPANY

EVERETT R. CURRIER
SO EAST 41P STREET NEW YORK
MURRAY HILL INOS

Figure 97

addition to its lack of tone harmony, there are many different tones, and they are widely diffused. Figure 97 scores because there are only two and they are massed.

Undeniably this advertisement is bright and snappy, and it can not be denied that there is a certain beauty in the striking contrast of tones found therein. This is especially true when we consider mongrel designs containing a variety of tones mixed helter-skelter fashion as in some ads. Another point in favor of the advertisement is that it is strong in attention

than if the body matter were set in type of sufficient boldness to match approximately the tone of those lines. The two words in effect constitute an advertisement in themselves, for, standing out above everything else inside the border, they are indelibly associated in the mind of the reader before the text is read.

However, the style is adaptable to only a limited use, being most effective, as stated, on small-space advertisements. On a magazine-page space, and even on a reasonably large space in a newspaper page, it is doubtful if the merits attributed to it as here employed would altogether offset the disadvantages of preponderant elements kept always in the reader's eye. Certainly none will insist that it is more beautiful than a harmonious design, which must be admitted to be in the great majority of cases the strongest in its appeal to the eye.

While tone harmony tends toward beauty and tone contrasts toward display effectiveness, the former may be effective in attracting the attention because the appeal of beauty is quite universal and the latter may be very attractive because of the lure of color. Harmony, assured by rule-of-thumb methods—yes, even subject to measurement—is the safer. Except in fairly expert hands, contrasts are always dangerous.

AUTHOR'S NOTE: Figure 95 on this page was not set just to fit points made with reference to it in the text. It is reset in better and more up-to-date types from a label actually produced in order that the bad effect of improper break-up for color might be all to be said against it.

## THE PRESSROOM

By George M. Halpern

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

# Offset-Letterpress Mergers Offer Job Possibilities

- Men who can operate both letterpress and offset units are of greater value
- Small print shops, particularly, can use personnel with such dual skills
- Learning two presses yesterday has become learning two processes today

Economic pressures are compelling small shops to turn their attention to the inclusion of offset equipment in what were once letterpress shops. This is also being made possible by the rapid technological advances in the offset field, which have placed small equipment, materials, and supplies within easy economic reach of the small plant owner.

Basically, most of the bread-and-butter business of the small shop printer is the short-run advertising brochures, booklets, stationery, and commercial forms of every kind and description. There is nothing to be gained by denying that these short-run jobs can be handled more economically using offset reproduction over letterpress, particularly since the quality of offset has improved greatly. This opportunity for larger profits is a prime motive in inducing purchase of small offset equipment.

### Combination Increases Volume

While this change from letterpress to a combination shop may increase the volume of business a given shop can handle, what effect will it have on the pressroom workload? By observation and experience, I am convinced that the letterpress pressroom shows a marked drop in the number of work hours required. The offset pressroom on the other hand soon not only reaches the same work-hour load formerly carried by the letterpress pressroom, but often exceeds it. It must be recognized that this change in emphasis does not occur overnight, but takes place over a period of time.

The shift in emphasis, due to the development of a new technology, is not restricted to the printing industry alone. However, in other areas where technological changes have occurred it has been found that the skills which craftsmen used previously, may be redirected and retrained to meet the new needs. This means that no job displacement need take place. Instead, not only is a pattern of continued employment maintained, but

due to the increase in volume, additional employment is created.

Although the lithographic facet of the industry has been with us for a considerable time, until recently many letterpress plants farmed out their offset work. Statistics released by leading press manufacturers indicate that the number of sales of offset equipment is almost as large today as is the number of sales of letterpress equipment. In some instances, offset equipment sales far exceed that of letterpress. This does not portend a scrapping of the letterpress process. As has been pointed out previously in this column, each process occupies its own position.

What is important to us as pressmen, is the over-all effect of this changing technology on our occupation.

Offset presswork is as skilled a crafttechnology as letterpress presswork. In fact, in many areas it is even more technical than letterpress in that it requires a working knowledge of applied chemistry. Although many of the chemicals used come in prepared form, adjustments according to press and other conditions require adequate working information.

Peter Regan, Jr. (r.), Electrotypers & Stereotypers Assn. of New York managing director, shows Kendal Slade, New York Croftsmen's Club president, a folder on "Electrotype" film shown at New York club meeting recently. The "Press Plate Picture" was the theme of regular meeting



Basically, offset presswork is very similar to letterpress presswork in that it involves the ability to handle skillfully the relationship of press, form, paper, and ink.

It naturally follows that letterpress skills are applicable to offset press operation. The letterpress pressman must be skilled in making fine adjustments on the ink fountain and in roller settings to achieve the quality of product that is desired. These same abilities are transferable to the adjustments on the offset press.

### Work Available to Skilled Men

In the early days of lithography, many letterpress pressmen pioneered in the development of offset. Today, unions, employer associations, and public and private schools offer training in offset presswork. The background in letterpress presswork has been found to be of great benefit in acquiring the skills and knowledge necessary for successful transition to offset. As for successful employment, there are more job openings than there are skilled men.

We must accept the fact that the combination shop is becoming the rule rather than the exception. In the thousands of small shops which normally employ a very small labor force, it is increasingly evident that the pressman must be skilled in the operation of both letterpress and offset equipment. This means that he can guarantee full employment for himself, and also better meet the needs of the employer. He will then be of greater value to the industry and himself. Just as these men were required to learn more than one kind of printing press, so they may be required to learn more than one process.

The manufacturers of offset press equipment for the small shop are aware of the desirability of training the man already employed in the use of new equipment. They are providing training material and demonstrations in the use of such equipment. For the skilled letterpress pressman, learning to operate the small offset presses is a relatively simple matter. In addition, the time required for a shop to make the change-over is the time that he can effectively utilize in acquiring the high degree of skill which will make him as competent in the use of the new equipment as he is in the old.



### Categories of Personality Types

Q.—With reference to handling people, would you say that people are divided into definite types or personality groups and hence, salesmen should condition their appeals according to these types or personalities?

A.—This is true but not to an extent that radical changes are made in the essentials of a message. Raymond B. Cattell, professor of psychology at the University of Illinois, has set up 12 broad categories into which most people fall and salesmen ought to learn them. They are:

Participating	Withdrawn
Clearheaded	Dull
Mature	Childish
Dominant	Submissive
Socialized	Boorish
Enthusiastic	Melancholic
Sensitive	Poised
Independent	Dependent
Adventurous	Fearful
Fatigued	Vigorous
Excitable	Phlegmatic
Accepting	Suspecting

Because an individual falls into one category, it does not necessarly follow that this is how he will always react. Frequently, it is a matter of how a person is handled that will make him react either deep in his pattern or less enveloped by it. It is Dr. Cattell's thought that salesmen use the categories not for the purpose of thinking of people in watertight compartments, but to see them as possessing dominant trends or patterns of reaction. With this knowledge, approaches can be planned and sales appeals conditioned.

### Just Sell It, Brother!

Q.—According to a statement I read, the most difficult people for salesmen are the introverted. According to a psychologist, the reason is that introverted people seldom reveal their thoughts and a salesman never knows where he stands with them. How do you handle such prospects?

A.—No matter what you read or where you read it, the only difficult person to sell is not the introverted but the person who has not been convinced that you offer

### By Truing Sherman

Mr. Sherman is available for consultation on a fee basis. Address him c/o The Inland Printer

value at a price. As pointed out, we have to condition our approaches according to people's moods and makeups. However, it is another thing when we actually get down to selling. The job then becomes a matter, not of accommodating to a personality, but of communicating the imminence of profits, to which all types of people universally respond.

Therefore, whether a prospect is introverted or extroverted or what-have-you, he is still a prospect who is interested in gains, and the job then is purely in the domain of the salesman without overtones of psychological analysis or any other deep stuff.

### Regulating Atmosphere

Q.—How would you handle the following types: the morose, the happy-golucky, the highly critical, and the hardboiled?

A.—The procedure in handling people of marked temperament is to try to neutralize these tendencies. With the morose, we try to be cheerful, but don't put it on too thick; with the happy-go-lucky, we remain staid and matter-of-fact so that the happy-go-lucky comes down to our level. We are very careful with the highly critical, to do everything according to

Hoyle, so that little or no fault can be found with our efforts. We try to be sanguine and direct, conveying sincerity to the hard-boiled and laying all our cards on the table.

### Courtesy Is Always Appropriate

Q.—Does the soft approach in selling necessarily have universal application in handling people? Doesn't it depend on the prospect and the occasion?

A.—All approaches in selling are conditioned by the type of prospect and the occasion, but it is difficult to see when courtesy and deference on the part of a salesman are not applicable. True, there may be occasions when prospects try to bully us and even become abusive until it is too much even for the most forbearing. But salesmen are committed. They must adhere to the soft approach. So far as salesmen are concerned, it is better to be sinned against than to sin, in this connection at least.

### Making Contact, Getting Results

Q.—Precisely what is meant when a salesman is said to be able to handle people well? Does it mean that he is good in initiating contacts or in sales results?

A.—Both are meant. The ability to initiate contacts is unquestionably a valuable asset, but if this does not lead to sales, a salesman is operating in a vacuum. Handling people well, so far as a salesman is concerned, means a final as well as an initial step and hence includes sales results.

### All Types Are Your Province

Q.—Can a salesman be taught to handle all types of people?

A.—Yes, definitely. Thousands of salesmen who started from scratch are today past masters of this art because they were alert and were eager to learn. There is no mystery about this faculty of handling people well, although many salesmen are born with it and a goodly number usually have the elements of it if not the entire alphabet.

More than half a million people saw examples of Lauisville printing recently in a display sponsored by the Lauisville Graphic Arts Association at the Kentucky State Fair. A national committee selected by Printing Industry of America judged the printing samples and presented certificates of merit



# WHAT'S NEW?

## IN EQUIPMENT AND SUPPLIES

### **Electronic Computer for Copyfitting**

An electronic brain the size of a portable radio has been developed to swiftly solve the problems of mark-up or copyfitting.

Using only the known facts concerning a typesetting problem, the user can, by manipulating four dials on the Cybergraph, obtain the missing answers to space fitting questions.

Some of the innumerable problems this device can solve without any calculation on the part of the operator are answers to



Copyfitting is speeded up with electronic brain

the number of characters that will fit into a line of 12-point Garamond, 25 picas; how long a line 50 characters will make in 12-point Garamond; or the largest size type that will fit a 50-character line of Garamond, 25 picas wide.

In addition to display calculations, the Cybergraph can compute body matter copyfitting requirements, working from a space to be filled, a type to be used, or a specific number of characters which are to be accommodated.

Special usages of the Cybergraph include ratio, proportion, and shrinkage. Mathematical figuring can be lessened in proportioning photographs for cropping, in adjusting type sizes to allow for stereotype shrinkage, and in application to phototypesetting and its enlargement or reduction needs.

For information: Cybergraph Corp., 1520 S. Main St., Tulsa, Okla.

### Electronic Sheet Detector

A new electronic "absence-of-sheet" detector has been developed by the Harris-Seybold Co. and is being used on all their new 17x22 and 23x30 offset presses.

The Harris electronic detector is said to have all the advantages of both mechanical and electrical detectors without their disadvantages. The only moving part that can be seen is a tiny spring finger carried on a pivoting shaft. This finger moves up and down once for each sheet. If the sheet feeds properly, the press continues to run; if it doesn't, the finger engages the grounded feed table and the tripping circuit is closed.

For information: Harris-Seybold Co., 4510 E. 71st St., Cleveland 5, Ohio.

### **Bonding Rubber to Metal**

A new system of bonding rubber to metal has been announced by the Adhesives Division of B. F. Goodrich Industrial Products Co. Called Duolock, the system combines a Duolock primer with appropriate tie coats. It has been used on rubber covered rolls, in flexographic printing applications, and wherever rubber materials, both natural and manmade, are bonded to metal.

Duolock primer is a free flowing, single phase, black liquid supplied at a viscosity of 95 centipoises with a solids content of 22 per cent, suitable for brushing as supplied. A wide range of curing conditions such as long low temperature cures or short high temperature cures effect superior bonds, according to the company.

For information: Adhesives Div., B. F. Goodrich Industrial Products Co. Div., B. F. Goodrich Co., 500 S. Main St., Akron 18, Ohio.

### **Automated Offset Short Runs**

An "electric brain" which speeds up offset printing of business systems and short runs by eliminating operator control of the machine has been announced by Ditto, Inc. The automation unit can be programmed to "remember" the correct combination of ink, moisture, and copies for a particular system. After that, any number of identical sets or copies on various control forms can be run at the touch of a button.

With automation, the short run work is programmed to produce identical sets, with correct amounts of ink and moisture on each form, and then is automatically shut off. In addition, automation will perform the run-down function, cleaning the mat of ink and moisture so it can be stored for future use.

The unit is mounted on the base of the L-10 models. It does not interfere with the manual control, which can be used at any time.

For information: Ditto, Inc., 6800 N. McCormick Rd., Chicago 45.



Newsprint paper roll clamp can be rotated 360°

### Newsprint Paper Roll Clamp

A new paper roll clamp with a design to facilitate close loading and unloading of boxcars and trucks has been introduced by an Ohio firm. High clamp strength and rigidity, and high clamping force without high pressure are claimed by the manufacturer.

One arm is fixed solidly to the clamp body, and the other is moved by two hydraulic cylinders to insure adequate clamping force with low pressure. The fixed arm is short. The movable arm pad extends beyond the center of the roll. This permits picking up horizontal rolls from the floor without having to chisel under the roll.

The clamp rotates continuously 360° in either direction, and can handle rolls from 32 to 44 inches in diameter. Clamp pads are 30 inches wide and braced against distortion.

For information: Baker-Raulang Co., Cleveland 2, Ohio.

### Line Hole Punched Register

Ennis has announced a new line hole punched register for line hole punched register forms only. The new register is called the "LH Model." It covers a wide range of sizes from 41% to 81/2 inches.

For information: Ennis Tag and Salesbook Co., Ennis, Texas.

### Four-Color Press For Kraft Paper

Webs up to 65 inches wide, in up to four colors, are printed by the new model "HHH Super Jet" flexographic press made by the Heinrich Co. The press is designed specifically for preprinting kraft.

For information: H. H. Heinrich Co., 111 Eighth Ave., New York 11, N.Y.

### Automatic Butt Splicing For In-line Web Operation

Automatic splicing of a new web onto an expiring web can be accomplished while the web is running at top speed by means of a new automatic butt splicer, according to an announcement from the Champlain Co.

The automatic butt splicer is designed for in-line operation with roll-fed presses, and can shear-cut up to 30-point board. Its single-cycle operation includes synchronizing the speed of the new web with that of the old, simultaneous cutting of both, ejecting the waste material, and butt-splicing the two webs with tare.

Automatic operation has been performed at press speeds up to 300 fpm.



Butt splicer installed in line between turnover roll stand (r) and press feed equipment (l)

Three sizes of the butt splicers are available: 26, 36, and 44 inches.

Reported advantages for this equipment are elimination of press downtime and manpower for web changeover, elimination of web damage and waste, and control feature to insure safe operation. The splicer requires no reservoir or extended web loop, and no special web storage facilities.

For use in conjunction with its butt splicer, Champlain makes a turnover roll stand to hold rolls and position the incoming web above the expiring web. This unit maintains constant tension control.

For information: Champlain Co., 88 Llewellyn Ave., Bloomfield, N.J.

### Dampener Roller Drying Unit

Lithographers can put dampener rollers into service within three minutes or less after cleaning by using a new dryer, according to Jomac, Inc.

Known as the Jomac Dampener Dryer, it is furnished as optional equipment on Jomac Roller Cleaners or separately.

The dryer consists of a nickel-plated steel roll mounted in a steel frame with a rubber doctor blade resting against it. The dampener roller to be dried is placed in guides and rests on top of the steel roll. This steel roll, rotated by a ½ hp motor, turns the dampener roll and removes moisture from the dampener cover.

For information: Jomac, Inc., 6128 N. Woodstock St., Philadelphia 38.

# The Whitney Museum of American Art h ORIENTAL RUGS ARE THE IDEAL INVEST

Burning-In Oven for Dow Process

Model 314 Burning-In Oven, by Chemco Photoproducts Co., has been tailored to the needs of powderless etchers as used with the Dow process. Operation of the oven is automatic with no supervision required during the burning-in or cooling-off periods. At the end of its preset operating cycle, the oven shuts itself off. Although similar to Model 310, several changes have been made.

Constant plate carriage oscillation is said to assure even heat distribution and level coating over a plate, an inlet pressure-reducer regulator and special gas inspirators compensate for variations in gas supply pressure, and an adjustable instantaneous reset timer can be set to select the burning-in cycle required by specific operating conditions.

Using seven burners to achieve a temperature rise of 450° F, resists can be burned in on a 16-gauge 18x22 magnesium flat in one minute, according to the company. By throwing a toggle switch, the oven's 13 burners are turned on and a top can be burned in on an 11-point 18x22 magnesium flat in one minute.

For information: Chemco Photoproducts Co., Glen Cove, N.Y.

### Demountable Plate Cylinders

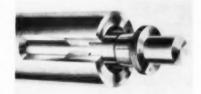
Pamarco Micro-lok cylinders can be mounted in seconds or unlocked and registered while still on the press. A mechanically proved principle eliminates any movement of the cylinder components.

All surfaces are ground finish. Cylinders can be supplied in lightweight alloys or steel. No adapters are required. Locking parts are integral with each cylinder, and as they always remain inside the cylinder, they prevent damage and seal the bore against dirt and grime.

No special shafts are required. Microloks can be used on any width shaft. When locked, construction is mechanically equal to a solid joint, according to the company.

For information: Paper Machinery and Research Co., Inc., 1014 Oak St., Roselle, N. I.

Micro-lok cylinders permit easy adjustment shifts



Light condensed is latest type in Venus family

### Light Face Venus by Bauer

Adding to the various weights of the Venus series, Bauer Alphabets, Inc., has announced Venus Light Condensed. This face, unlike some condensed gothics, does not exhibit a tendency to get heavier in the larger sizes; rather, it holds its color all the way through, Bauer reported. All sizes, from 6- to 66-point, are available from stock. A detailed showing is available from the company.

For information: Bauer Alphabets, Inc., 235 E. 45th St., New York 17, N.Y.

### Leveling Device for Uneven Stacks

A low cost material leveling device has been introduced to be used when printing envelopes, tags, catalogs, greeting cards, or any other uneven material.

The Brown-Eagle Ezy-Feed permits the running of larger quantities of stock at one time and eliminates the need of wood blocks in stacking uneven material. Available for Heidelberg and Miehle vertical



Device for leveling stacks of uneven materials

presses, it can reduce running time one third, according to the company.

For information: Manufacturer's Distributors, 742 Third St., Hayward, Calif.

### Kleen-Stik Label Dispenser

To provide users of pressure sensitive roll labels with a hand-feed dispenser, Kleen-Stik has developed a cardboard box which separates each label from the paper backing for one-at-a-time application. The box design exposes each label for viewing before the paper backing is pulled away. Rolls up to 1½ inches wide with a diameter of up to four inches can be packed in the 4½-inch square box.

For information: Kleen-Stik Products, Inc., 7300 W. Wilson Ave., Chicago 31.

### Two- and Four-Color Oil-Ink Press For Printing on Multiwall Bags

A new two- and four-color oil-ink press that fills the requirements demanded for quality printing on all types of multiwall bags has been announced by the Potdevin Machine Co.

This press has been specially designed and constructed to assure perfect printing of multiwall flour, sugar, feed, cement, gypsum, lime, fertilizer, insecticide, and similar bags, according to the company, eliminating imperfect print-repeat lengths which tend to cause trouble and waste in tubing, valving, and sewing operations.

Operating speed is from 600 to 800 feet per minute. An individual impression cylinder for each color is available.

Features of the oil-ink press include ink carriage rackback for greater accessibility and easy inspection, registration, adjustment, and washing up; hydraulic impression lock for precise impression; lateral and circumferential running register controls; a 13-roll distribution system per color; Cameron double drum rewind, and canvas back or adhesive back rubber plates.

For information: Potdevin Machine Co., 285 North St., Teterboro, N.J.

Oil-ink press for precise work on multiwall bags



### Film and Plate Solutions Modified

Chemco Photoproducts Co. has modified its Power-Fix and Film Tempering Solution formulas to achieve a working solution that will not stain or corrode stainless steel. Also, the Plate Cleaner Emulsion has been changed by the addition of a sweet smelling solvent.

For information: Chemco Photoproducts Co., New St., Glen Cove, N.Y.

### Variable Size Rotary Press

An increase of over 10,000 square feet of manufacturing space is expected to enable the D. L. Harrison Corp. to increase its production rate of the Harrison variable size rotary press to a one-a-week rate in the near future, according to a company announcement.

The variable size cylinder feature of this press unit offers a flexible printing arrangement. A Model 2B rotary press can be equipped with a 16-inch circumference cylinder and further equipped with a series of interchangeable cylinders in sizes to 28 inches in variations of ½-inch. Thus, a single press is capable of printing virtually any size form by means of cylinder interchange.

For information: D. L. Harrison Corp., 122 Howell St., Dallas, Texas.

### Paper Roll Splicing Tape

The value of waste paper stock can be increased while operating costs are lowered by the use of a new tape for splicing paper rolls. Scotch Repulpable Tape No. 405 has the approval of the Waste Paper Utilization Council and the American Paper and Pulp Association because of its dispersable materials feature.

For information: Minnesota Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.

### Double-Coated Linerless Tape

Adhesives that won't stick together but hold securely to other material have made possible a double-coated tape without a protective liner. The unique property of these adhesives enables the tape, Scotch Brand Double Coated tape No. 665, to be wound on a roll without sticking to itself.

Without the liner the tape is easier and faster to apply, the manufacturer claims. The tape can be used in standard core dispensers and it is available in 36-yard roll length in widths of 1/4- to 1-inch.

For information: Minnesota Mining and Mfg. Co., 900 Fauquier St., St. Paul 6, Minn.

Convenient stock handling at various positions

### **Dual-Purpose Skid Lift Truck**

A self-propelled hydraulic skid truck that allows the operator to pick up, transport, raise and lower skidded loads by means of a series of push-button controls has been added to the Samson line.

The dual-purpose unit has exceptional lifting power and can hold a full load at any height with its motor off, according to the announcement. A push-button control attached to a retractable reel permits the operator to raise or lower the load from any position. The motor is used only when the load is transported or raised.

Three models are available with capacities of 2,000, 3,000, and 4,000 pounds. Raised heights available for the three models are 36, 52, and 68 inches, with a lowered height of 6½ inches.

For information: General Sales and Engineering Co., 4525 N. Clark St., Chicago 40.

### Metal Pot Loading Attachment

Nolan Melt-Lift, a pot loading attachment designed for small shop use with the manufacturer's one-ton Remelt Furnace. is said to eliminate manual handling of scrap metal and to ease remelting work. Dead metal is dumped into the Melt-Lift chip buggy, whose capacity is some 200 pounds. Then the buggy is rolled aboard the cradle, and the elevator hoist, actuated by a push button, raises the buggy to furnace height and dumps it. A switch prevents the hoist from rising beyond the proper point, and a motor brake locks the truck in position. Dead metal need never touch the floor to pick up dirt, according to the manufacturer. The unit requires less than four square feet of floor space.

For information: Nolan Corp., Rome, N.Y.

### Fast Drying Screen Gloss Ink

Naz-Dar Co. is offering a new line of fast drying screen process colors for all indoor paper and cardboard displays.

Formulated to air-dry under normal atmospheric conditions in 15 minutes, any number of the 7500 series colors may be printed over one another.

For information: Naz-Dar Co., 461 Milwaukee Ave., Chicago.

### ATF Introduces New Craw Clarendon Book

American Type Founders has introduced Craw Clarendon Book as a companion for Craw Clarendon face brought out earlier this year. The newcomer, in 8to 72-point sizes, is a lighter weight face balanced in design to show the right amount of contrast between the two. Excellent legibility makes it suitable for text composition as well as display lines, according to ATF.

Freeman Craw, who designed both styles, shows in a brochure how the two weights may be combined. He also illustrates some of the uses to which these companions lend themselves. The brochure is available from the company's type division.

For information: American Type Founders, Inc., 200 Elmora Ave., Elizabeth B, N.J.

# Craw Clarendon Book is Magazine Production '56

# THE SPECIALTY PRINTER

# Flexographic, Rotogravure Printing on Plastic Films

- "Be Careful" is advice to converters printing on films for packaging
- Printing ideas, methods, films, and inks are being improved constantly
- Rotogravure and flexographic processes require constant checking

This subject of printing on plastic films is a big one, one in which the rules, if written, would make a very thick volume, and these rules are constantly changing. It is a part of the printing game in which I say, with all sincerity, "Be Careful."

A modern converter must have, of course, good equipment, a good source of supply for his films, a good working arrangement with one or more of our many ink companies, but most important he must have a well staffed control laboratory and a well staffed and equipped research laboratory.

When a converter is running a job, throughout the entire job the control laboratory must be working with the pressroom, constantly checking such things as flexibility of films, alkali resistance, blocking or sticking, odor (product may be contaminated), ink adhesion, grease and oil resistance, moisture vapor transmission, paraffin bleed, acid resistance, scuff resistance.

### Chemical and Physical Problems

The pressroom will of course check size, register, color and so on, but these regular printing problems become almost secondary to the chemical and physical problem. It is most dangerous to let up at any time, because a different roll of film, a defective thermostat, a change of press speed for one reason or another might change the whole picture.

The research laboratory is another important part of this "Danger Ahead." When you are called upon to design and to print a package for a new product, design a good looking one, but take the time to check your package with the product under actual "end use" conditions. Don't hurry in judging the effect on your printing, for it often takes certain aging before some of the troubles such as ink bleeding or blocking will show up.

Printing on films is a long complicated story, and we are writing new chapters every day. Printing ideas, methods, films, First of Three Articles

By J. L. Roser

Manager of Graphic Arts Division Milprint, Inc., Milwaukee, Wisconsin

Based on a talk given at the 14th Alumni Printing Management Seminar, School of Printing Management, Carnegie Institute of Technology

and inks are constantly being changed and improved. The moisture content of film, amount of heat, press tension, press speeds can cause so many different results.

Take a peek at the laboratory technicians and how they determine a few of the things I mentioned:

Rub Resistance—The laboratory may have an instrument which rubs print against print or print against some standard substance. Films may be rubbed together by hand. This may be done wet or dry. Test specimens are compared with standards for extent of destruction.

Odor—A specimen is sealed in a jar for protracted periods at normal or higher temperatures. The jar is then opened and the technician makes an immediate judgment of amount and character of odor.

Water Resistance—Tests are made either by actual immersion or by sandwiches made of film to be tested and moist filter paper.

Blocking—This test involves checking to what extent a printed film will adhere to another print or some other surface. This is done by putting samples together under higher than normal temperatures and specified pressure.

Adhesion—This is usually checked by vigorous hand wrinkling or the rubbing-fingernail scratch test or the Scotch Brand tape test. Here the flexibility of the film is usually also observed. The drastic flexing will usually reveal ink flaking or other print damage if film has dried out and has lost its flexibility. The technician makes many other tests, checking with the materials or products which may come in contact with the print. This could include resistance to brine, alcohol, bacon, ice cream, citric acid, etc.

It will be possible here to give you only a few examples or highlights on some of the films used for flexible packaging.

### Variety of Cellophane Brands

Let us begin with cellophane. There are many kinds of cellophane, each having different characteristics. Cellophane is made in this country by several companies: Sylvania, Avisco Corp., Olin Industries, and DuPont.

For general discussion, the few identifying numbers I will use are DuPont's code numbers. The usual code consists of three parts. The first set of numbers indicates gauge or thickness. DuPont cellophane is made in three gauges: #300 gauge, #450, and #600.

Next the letters in the code tell of the qualities of the film such as M for moistureproof, T for transparent (uncolored), S for heat sealing, L for less moistureproof than M types, P for plain (non-moisture proof), A for anchored (water resistant), R for rancidity retardant, C for colored, D for moistureproof coating on one side only, H for partially resistant to blocking in humid atmosphere, J for flame resistant.

The number after the letter separates one film from another of the same general type. As an example, 300 MST #54—300 gives weight of film; M means it is moisture-proof; S is heat sealable, T is transparent, and the 54 is the code for a special way in which this film is tailored for a particular job.

(Part II will appear next month.)





The Union Employers Section of Printing Industry of America reëlected its officers for another year at the PIA Los Angeles convention (see story on page 82). Left to right: Gerald A. Walsh, Washington, secretary; Ralph Shepherd, Los Angeles, third vice-president; Walter F. McArdle of Washington, president; Mendel Segal, Atlanta, treasurer; and Francis N. Ehrenberg, New York City, first vice-president; not shown is Oscar Hoffman, St. Louis, Mo., second vice-president of section



Newly-elected officers of the Master Printers Section of Printing Industry of America are shown at 70th annual PIA convention in Los Angeles (see story on this page). Left to right: Harold Cornay, Press of H. N. Cornay, New Orleans, treasurer; O. R. Sperry, R. R. Donnelley & Sons Co., Chicago, first vice-president; W. Carey Dowd III, Dowd Press, Inc., Charlotte, N.C., second vice-president. Not shown (see page 82) is Kurt E. Volk of Kurt H. Volk, Inc., and Volk Litho, Inc., Bridgeport, Conn.

### Testimonial Dinner Honors George Wise, Craftsmen Head

A testimonial dinner was held recently in Cleveland, Ohio, in honor of the new International President George Wise for his outstanding service to International Association of Printing House Craftsmen.

Speakers included Louis B. Seltzer, editor of the Cleveland *Press;* Thomas G. Roberts, Printing Industry of Cleveland president; past International president Thomas P. Mahoney, Chicago; Lee Korton

nel, president of the Cleveland club, and others

Arthur W. Hogling, immediate Cleveland Club past president, was master of ceremonies. A scrapbook of telegrams and letters from International officers and other mementos was presented to Mr. Wise. He is the first International president to be elected from the Cleveland Club.

Attending the George Wise testimonial dinner are (I. to r.) International Craftsmen President George Wise; Arthur W. Hogling, master of ceremonies; Thomas G. Roberts, Printing Industry of Cleveland President; Louis B. Seltzer, Cleveland President; Lee Kornel, Cleveland Craftsmen Club president





Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 15th of month preceding issue date

### Master Printers Section Studies Human Relations

The theme of the Master Printers (Open Shop) Section of Printing Industry of America, Inc., at the 70th annual convention in Los Angeles, Oct. 29-Nov. 2, was an analytical study of "Sound Human Relations" between employees and their employers.

Donald B. Thrush, Thrush Press, New York, MPS president, set the tenor of the program with his statement, "Today management is embarking upon new concepts in a new era of human relations with employees that necessitates a thorough understanding of company communications, psychology, human motivations, incentives and constructive programs designed to give individual recognition for achievement, which when coöperatively and constructively used will build greater understanding."

Delegates reported on new management concepts that have been tried and tested. O. R. Sperry, R. R. Donnelley & Sons Co., Chicago, emphasized the importance of disseminating information to all levels of personnel in order to have complete understanding of mutual objectives, problems and effort needed to produce mutual growth and stature.

"How MPS Programs Develop Good Human Relations" was the subject taken by panel members William H. Egan, Egan Co., Dallas; John D. Roche, John D. Roche, Inc., Los Angeles, and Eugene Johnson, Johnson Press, Pontiac, Ill. Mr. Johnson reported on the benefits of the relatively new profit-sharing and retirement income plans for employees of his company. Written company personnel policies, credit union fund loans and pension plans were other subjects discussed.

Charles W. LaBlanc, director of the Special Services Division of the Research Institute of America, Inc., New York City, delved into the psychology of people in his talk on "Communications and Motivations."

William Kistler of the W. H. Kistler Stationery Co., Denver, spoke on "Profits From Good Human Relations."

A. J. Baird, Baird-Ward Printing Co., Nashville, emphasized the benefits of a (Turn to page 82)

# "TTS will easily pay for itself in less than four years!"



Grouped around their Model 5 Linotype equipped with Teletypesetter are left to right: Ray Henle, Business Manager, A. J. Henle, Editor and Larry Henle, Advertising Manager. Editor Henle believes TTS equipment provides the only economical way to solve the problem of producing type in the amount needed when it is needed.



Competent touch-typists can quickly learn to punch tape on a TTS Perforator. They should start to produce usable tape a day or two after first instruction.



TTS Operating Unit produces a continuous flow of type automatically, without interfering with normal manual operation of linecasting machine.

### says A. J. Henle, Editor, Lyon County Independent

The Lyon County Independent was the first weekly newspaper in the state of Minnesota to install Teletypesetter equipment. Editor Henle tells in his own words why he is an enthusiastic user of TTS:

"For some time, we had the problem of not enough type at the right time. But being a weekly newspaper, we were somewhat doubtful as to what Teletypesetter equipment would do for us.

"We had difficulty in our composing room, finding it necessary to have our linotype operators work numerous hours overtime to set enough type for our 20-24 page paper, circulation 5,500.

"To alleviate this bottleneck we replaced an older linecasting machine with a new Model 5 Linotype which we equipped with a TTS Operating Unit. After a brief training period on the TTS Perforator an experienced typist was able to set approximately 500 lines an hour, producing type on the average of three galleys per hour!

"Since installing TTS equipment, last-minute copy is effortlessly included in our newspaper. Savings in man-hours are terrific since we have completely eliminated the need for another operator... and we are now able to print several organizational and school papers in a fraction of the time that it would take with a manually-operated linecasting machine.

"Knowing what I do today about TTS, I would not hesitate to use another if the need arose. Teletypesetter equipment is, in my opinion, the perfect answer to fast, efficient, and economical production of type."

For detailed information on how TTS can substantially reduce your composing room costs, write: Teletypesetter Corp., Dept. IP12. 2752 North Clybourn Avenue, Chicago 14, III.

TELETYPESETTER

### What's in a name?

Can you tell abstractionism from expressionism? Modern art encompasses a number of movements bearing such names as cubism, surrealism, vorticism, neo-plasticism, and constructivism. Actually, it's not at all difficult for the expert in modern art to relate a specific picture to a particular movement.

Printing papers, too, carry many different names. The papers in the Westvaco line, for example, receive various names in order to identify them by their special merits in meeting the requirements of printing methods. In selecting a paper, the expert advice of the printer (who knows how papers will perform under practical pressroom conditions) may be followed with confidence.

Your printer will tell you that a fine paper for letterpress work may be unsuitable for offset lithography. That's quite true... in fact, it's one of the reasons why Westvaco research and skill developed Sterling Offset Enamel for top-notch results in offset printing. You can see for yourself how well this Westvaco paper has reproduced the painting at the right. Best of all, Sterling Offset Enamel costs no more in providing maximum effectiveness in offset presswork.

You'll enjoy every minute spent with Westvaco Inspirations Number 206. Here are expert suggestions for using fine papers in the field of printed salesmanship. Obtain your copy without obligation...drop a line or phone to your nearest Westvaco distributor or to any of the company addresses on this page.

### Cover artist

Stuart Davis was born in Philadelphia in 1894. On leaving East Orange High School he studied art under Robert Henri in New York, becoming cartoonist for Harper's Weekly in 1913. Many museums own examples of his work, including the Museum of Modern Art and the Pennsylvania Academy of the Fine Arts. Mr. Davis exhibited at the Venice Biennale in 1944-45, has held many one-man exhibitions and received awards from the Carnegie Institute and the Metropolitan Museum. He is also a Fellow of the Guggenheim. His work includes murals, illustrating, and lecturing, and he has been associated with the Art Students League, the Famous Artists Schools and the New School of Social Research.



Sales Offices: 230 Park Avenue, New York 17 35 East Wacker Drive, Chicago 1 503 Market Street, San Francisco 5



# Westvaco Inspirations 206



The budget may not permit multi-color or even two-color printed pieces, so here's something to remember:

One-color printing does not necessarily mean black ink on white paper. No indeed!

Colored ink on colored paper can produce a striking effect with one impression. In this ad we show the effect of dark green ink on light green paper, but your imagination will supply the effect of many other colorful combinations.

Colored inks cost only a little more than black ink. Colored papers cost only a little more than white papers of the same grade.

A wide range of beautiful clear colors is available in Buckeye Cover, Beckett Cover, Beckett Text, Tweed Text, Beckett Offset and Beckett Vellum. We shall be pleased to submit color swatches of any or all these grades on request.



### THE BECKETT PAPER COMPANY

HAMILTON, OHIO

Makers also of the world's whitest white papers— Beckett Hi-White and Beckett Brilliant Opaque. personnel department as a full-time operation to integrate company and industry programs into a human relations unit.

New officers and directors for 1956-1957 include Kurt E. Volk, Bridgeport,

Conn., president; O. R. Sperry, Chicago, first vicepresident; W. Carey Dowd, III, Charlotte, N.C., second vice-president, and Harold Cornay, New Orleans, treasurer.



Kurt E. Vol

Mr. Volk is president of Kurt H. Volk, Inc. and Volk

Litho, Inc., Bridgeport, Conn., and vicepresident of Printing of Connecticut. He heads a PIC committee on development of an MPS section and is serving another term on PIA's board of directors.

# Union Employers Section Talks Cold Composition

A complete "Cold Composition" manual, featuring flow charts, equipment data digest, glossary of terms, catalog of equipment and a reference section, was the feature of the four panel discussions held by the Union Employers Section at the Printing Industry of America's 70th annual convention in Los Angeles, Oct. 29-Nov. 2.

The sessions were divided into four panels, each dealing with a different problem vital to the industry. "Technological developments" was the subject of the first session led by Harold D. Ross, vice-president and director of Kable Printing Co., Mt. Morris, Ill.; Glen W. Cruson, general manager of Printing Industry of Oregon; Samuel F. Chernoble, president of Comet Press, New York City; Ernest F. Trotter, editor of Printing, New York City; and John Seybold, secretary and director of industrial relations, Printing Industries of Philadelphia.

The second session adopted as its subject, "Solving Production and Manpower Problems Through Training and Methods Improvement." It was led by Francis N. Ehrenberg, chairman of the board of directors of the New York Employing Printers Association; Byron W. Stinson, member of the executive committee of the Union Employers Section; Arthur L. Johnson, manager of the Graphic Arts Association of Wisconsin, Milwaukee; Robert O'Donnell, personnel director of Pacific Press, Los Angeles, and Harold R. White, president of the Franklin Association, Chicago.

The third session dealt with "The Impact of Fringe Benefits—Their Negotiation, Cost and Control." Leading this group was Walter F. McArdle, president of the Union Employers Section; I. Frank

Hurlburt, general manager of the Printing Industry of Seattle; Mendel Segal, treasurer of the Union Employers Section; Matthew A. Kelly, director of industrial relations, New York Employing Printers Association, and Walter R. York, UES executive committee member.

The final panel was led by Matthew A. Kelly, director of industrial relations for the New York Employing Printers Association; Houston Gray, manager of the Commercial Printing Division of the Register and Tribune Co., Des Moines; Jerry S. Maras, production manager of Pacific Press, Los Angeles; Glen W. Cruson, general manager of the Printing Industry of Oregon, and Gerald A. Walsh, secretary and director of the UES.

The highlight of the discussions was the first panel which dealt with cold composition. The members were given a picture of the flexibility of this method and how it would and could benefit them and their clients.

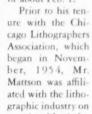
An additional feature was a Nov. 1 luncheon talk on "The Outlook on Labor Relations" by J. Stuart Neary, senior partner, Gibson, Dunn and Crutcher of Los Angeles. For the past 25 years Mr. Neary has specialized exclusively in the field of labor relations.

The UES reelected its entire slate of officers for another term: Walter F. Mc-Ardle, McArdle Printing Co., Washington, D.C., continues as president. Francis N. Ehrenberg, Blanchard Press, New York City, is first vice-president; Oscar Hoffman, Superior Typesetting Co., St. Louis, Mo., second vice-president; Ralph Shepherd, Schaefer-Shepherd Inc., Los Angeles, third vice-president, and Mendel Segal of Stein Printing Co., Atlanta, Ga., treasurer.

# George A. Mattson to Join PIA Staff Organization

George A. Mattson, executive director of the Chicago Lithographers Association, will join the staff organization of the

Printing Industry of America, Inc., on or about Feb. 1.



George A. Mattson

a national basis for eight years. During that period of service, he was largely responsible for the development and administration of an industrial relations program. Services rendered lithographic employers included such areas of industrial relations as collective bargaining, personnel administration, in-



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This colorful 8-page folder shows the complete line of Hano Business Systems. Available on request to established printers and stationers in the South, Southwest and Midwest.

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dustrial training and education, employeeemployer relations and labor law.

Before entering the lithographic industry, Mr. Mattson was staff assistant to the president of the Consumer Products Division of the Federal Telephone and Radio Corp. In that capacity, he was responsible for the development and implementation of management policies, practices and procedures governing executive, engineering, sales, and production department activities. For several years, he was a staff member of the department of personnel administration, of the RCA Victor Division of the Radio Corporation of America. He served RCA as director of training

and education, and as a specialist in the area of employee-employer relations. He was also a staff member of the RCA speakers' bureau.

During the war years, Mr. Mattson served as an industry consultant to the Civilian Personnel Division of the Secretary of War. He is a member of several professional organizations, including the Graphic Arts Trade Association Executives. He is a former instructor in labor relations, personnel administration, and industrial psychology at Temple University, Philadelphia, and is a graduate of Bucknell University and the University of Pennsylvania.

### Arthur L. Johnson Heads Graphic Arts Trade Group

Arthur L. Johnson, Jr., executive director of the Graphic Arts Association of Wisconsin, Milwaukee, is the new president of the Graphic Arts Trade Association Executives. He was elected at the





Arthur L. Johnson, Jr.

Olive A. Ottaway

annual two-day convention of GATAE in Los Angeles Oct. 27, just prior to Printing Industry of America's annual meeting. He has held the posts of vice-president and secretary-treasurer. He succeeds Miss Olive A. Ottaway, executive secretary of the Toronto Graphic Arts Association.

W. Floyd Maxwell, executive director of the Lithographers National Associa-





Charles P. Hackett

W. Floyd Maxwell

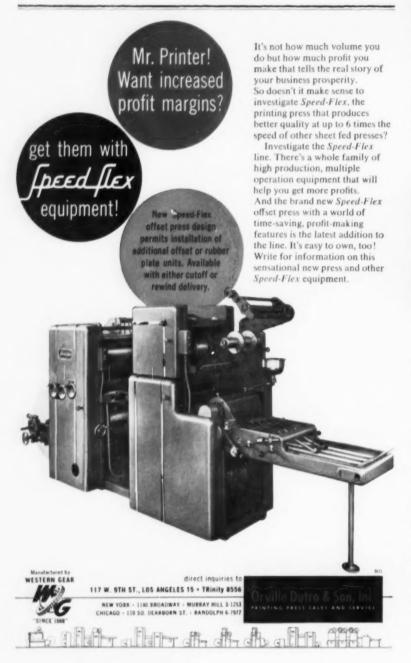
tion, New York City, is the new vicepresident, and Charles P. Hackett, who is executive secretary of Memphis Printing Industries, was named secretary-treasurer.

Elected to the board were Miss Ottaway, I. Frank Hurlburt, Printing Industry of Seattle; Clifton Whaling, Graphic Arts Association of Michigan, Detroit; Noel Rippey, Printing Industries of Philadelphia, and Burdette Yeo, Graphic Arts Association of Kansas City.

This was the largest meeting in GA-TAE history, with 80 members, wives and guests in attendance, Mr. Johnson said. Program participants spoke on financing, member services, credits and collections, member profits, small businesses, and other subjects of interest to graphic arts association officials.

Group luncheons were held Friday and Saturday and the association's annual banquet was held Saturday evening. Convention headquarters were in the Biltmore.

GATAE will hold its spring meeting in Memphis. Definite dates and name of hotel will be announced later.



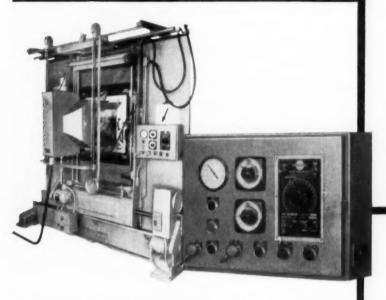


Photo-Composing Machine (Step and Repeat)—with new Automatic Sequence Control. Used by the vast majority of leading lithographers. Features: exact registration, fast and simple by automatic operation; micrometer precision to .001 for accuracy and speed; accessibilty and safety from errors.

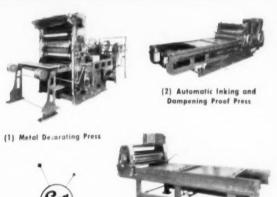


New Precision Color Camera—Rutherford cameras of this type are fully power operated and require no visual focusing. Lens board and copy board are set by micrometer dials. Other features include: structural steel base with vibrationabsorbing mounts, removable glass-covered board and 2-piece wood copy board, interchangeable lens, plus many others.



Rutherford Plate Whirler - provides uniform distribution of albumen or deep-etch coating solution. A compact gear reduction unit applies power to the plate; friction and belt drives have

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Only a careful cost analysis can tell you whether you are losing or making money on your photocomp and camera or plate room equipment. And only complete information on the latest design and manufacturing advances can show you how efficient your operations ought to be.

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### **Education Council Prepares Printing Recruitment Film**

The first general information and recruitment film on the printing industry is now being prepared in Hollywood. The Education Council of the Graphic Arts Industry is sponsoring the film.

The 22-minute, 16mm, color-sound film is being produced under the direction of the motion picture committee of the council. Chairman is Irl Korsen of Los Angeles, vice-president of Printing Industries Association of Los Angeles.

The film, which depicts all phases of the printing industry and the men that work in it, is expected to be completed in

Prints will be made available to printer groups who in turn will lend them free to service clubs, youth organizations and schools, and to TV stations.

Local printing associations and companies which wish to purchase a print may contact the Education Council of the Graphic Arts Industry, 5728 Connecticut Avc., N.W., Washington 15, D.C.

### Union Employers Appoint Miller

Fred L. Miller has been appointed executive secretary of the Union Employers Section of Printing Industries Association, Inc., Los Angeles.



Max B. E. Clarkson, president of the Rotary Business Forms Section of PIA, was last speaker at the last session of the annual convention at Los Angeles. He outlined projects for forms printers

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Costs less than you think

HUMIDIFIERS

Eliminate DRY, THIRSTY AIR with operating costs as low as \$10 per unit yearly



2. Stop paper shrinkage, spoilage

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The most complete line of money-saving unit humidifiers for the printing industry made by the world's largest manufacturer of industrial humidification equipment.

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- WATER OR STEAM UNITS





Money saving facts on humidity control in the printing industry. Clip coupon to letterhead, mail today!



### **PIA Business Forms Group Hears Talks on Production**

The Rotary Business Forms Section of Printing Industry of America was the last meeting held during PIA's annual convention in Los Angeles, Oct. 28-Nov. 2. Meeting on Friday, Nov. 2, the section heard Donald E. Sommer, Rudisill & Co., Lancaster, Pa., speak on "Production Standards." Mr. Sommer was formerly the PIA technical director. Mr. Sommer discussed rotary collating and press produc-

Ralph D. Holmsten, Chicago, PIA's new technical director, spoke on "Evaluation of Individual Company Production Standards." A two-speaker panel on "Use of Production Standards in Member Plants" was headed by Gordon R. Rohde, Reynolds and Reynolds Co., Dayton, Ohio, and Arnold Greenfield, Alfred Allen Watts Co., Inc., Belleville, N.J.

During the afternoon, Frank R. Sommers, Dayton, Ohio, addressed the session on "Budgeting, Pricing and Products Selectivity." Peter Becker, Jr., Arrow Service, Washington, D.C., spoke on "An Evaluation of the Profit Picture in the Rotary Business Forms Field.'

As the concluding speaker, Max B. E. Clarkson of Clarkson Press, Buffalo, N.Y., outlined "Projects to Assist Rotary Business Forms Printers." Mr. Clarkson is president of the Rotary Business Forms

### Heidelberg Teaches Pressmen

Platen pressmen's schools have recently been opened in Washington, D.C., Cincinnati and Chicago by the Heidelberg company. The cylinder school program at Glendale, Long Island, N.Y., is continuing its classes begun in October.

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won't mar top sheets, won't disturb alignment of lift



Here's visible scientific proof of the *truly cushioned* hydraulic clamping built into every Lawson Series V-65 Cutter. The graph of the Librascope recorder (above) shows how the clamp starts fast—slows down before contact to gently, but firmly, "kiss" the pile. Pressure is constant throughout.

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Lawson's efficient hydraulic clamping means rapid, exceptionally accurate paper cutting with less spoilage—more profits for you. Fact-filled, illustrated brochure on the new Lawson Series V-65 Hydraulic Clamp Cutter—46", 52", 55"—is yours for the asking. Write today.

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### 50th Anniversary Observed By Litho Club of New York

The Litho Club of New York recently celebrated its 50th anniversary. Dinner speakers were George Schlegel III, Schlegel Lithographing Corp., and Edward Swayduck, president, Local No. 1, Amalgamated Lithographers of America.

Mr. Schlegel recalled that the club was born in the year which marked the changeover from flat-bed to rotary lithography. He noted that when four-color equipment became standard in 1930 the industry accepted chemistry and passed from an artistic form to its great era of commercial growth.

Mr. Swayduck expressed the belief that the next decade would bring more changes than those which occurred during the past half century. He foresaw electronics, improved methods, closer controls and other factors as combining to make lithographic production an even more important part of the graphic arts than it is today.

### Aigner Builds West Coast Plant

Oxnard, Calif., will be the site of the new West Coast plant of G. J. Aigner Co., Chicago, manufacturer of AICO indexes, tabbing and guides.



Joseph Kinlein, Optic Bindery, Baltimore, president of Trade Binders Section of PIA, presided over his section's meetings at the Los Angeles convention. He also participated in a panel

### Public Relations Is Topic At Trade Binders Section

The Trade Binders Section of Printing Industry of America spent one day during PIA's Los Angeles convention discussing topics of interest. On Monday, Oct. 29, with Joseph Kinlein, Optic Bindery, Baltimore, president of the section, presiding, delegates heard Harry Krusz, president of Harry Krusz and Co., Lincoln, Neb., discuss the subject, "Public Relations for the Trade Binder."

Ralph Holmsten, Chicago, recently named PIA technical director, spoke on "Methods of Evaluating Production." Jack Burkhardt, Burkhardt Co., Detroit, took as his subject, "Trade Customs." The customs, in printed form, were distributed.

During the afternoon, Clifton W. Whaling, executive secretary of the Graphic Arts Association of Michigan, Detroit, spoke on "People and Your Business." This was followed by a panel discussion on "A Program for the Trade Binders Section."

Panel participants included Mr. Kinlein; William Crayder, Excelsior Bindery, Philadelphia; Sam D. Brown, Jr., New York Employing Printers Association, New York City; H. Friedman, Bookbinders Co., Los Angeles, and A. R. Rowbotham, Dependable Folding and Binding Co., Los Angeles.

On exhibition were estimating forms, shop rules, cost forms and other items collected from the industry.

### St. Louis Convention for NAPL

The Chase-Park Plaza's convention hall, being built in St. Louis, will be the scene of next year's 25th annual convention and exhibition staged by the National Association of Photo-Lithographers. This event is timed for Sept. 11-14.





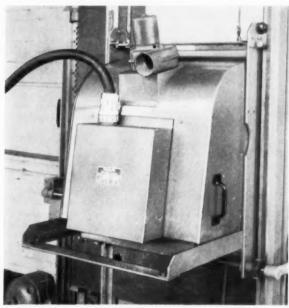
# "It's like having an extra photo-composer!"



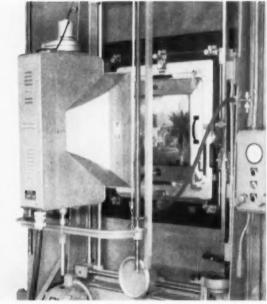
That's a lithographer's reaction to the reduction in exposure time he got when he equipped his photo-composing machine with a Macbeth

Constantare lamp. You see, he almost doubled his output, got work of consistent high quality, and practically eliminated remakes!

Macbeth Constantarc lamps permit the operator to devote all his time and attention to his work. There are no meters to watch or tap switches to fiddle with in order to compensate for line voltage fluctuations—this lamp actually is completely and constantly automatic-regulating.



This Lanston M-H Vertical Photo-Composing Machine is equipped with a Macheth Constantarc B-IC-L printing lamp. The specially designed housing permits the lamp to be mounted directly on the photo-composer.



Here's a Macbeth Constantarc B-1C printing lamp on a Rutherford RM Photo-Composing Machine. A Constantarc is available for the Rutherford type PL photo-composer, also. Lamp shown has optional exhaust system.

There's a Macbeth Constantarc designed specifically for your photo-composing machine... designed to give you consistently uniform exposures from the first to the last with reductions in exposure time of 50% or more from exposures required with old-style lamps. What's more, there's a reflector designed for every chase size right on up to the largest to assure the maximum degree of evenness with the light confined to the desired area. This means light-loss is eliminated and maximum illumination assured. An exhaust system is available for cooling and to help eliminate dust problems.

Macbeth Constantarc printing lamps are available on 30 days free trial so you can prove for yourself how they can increase production and reduce costs. Integrated design and construction mean the Constantarc is easy to install on any type or size of photo-composer.

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Tell me all the advantages of using a Macbeth Constantarc printing lamp on my photo-composer.

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## Harold Beaver Is SPPA President

Harold Beaver of Big Beaver Specialty Co., Royal Oak, Mich., was named president of the Screen Process Printing Association, International, to succeed Ralph Karsten, Chicago, at the eighth annual SPPA convention on Oct. 20-22, at the Hotel Sherman in Chicago.

Also serving are Al Troxel, Continental Display Advertising Co., Kansas City, Mo., as vice-president, and Ray Rueby, Sr., of Rueby Process Co., Rochester, N.Y., as treasurer.

Other board meeting business concerned the authorization of a research foundation to be known as the Screen Process Technical Foundation. After the organizational plan is established and ratified, the SPTF will become an independent satellite unit of the association.

An estimated registration of over 3,000 people viewed 70 suppliers' products at 100 booths in the trade exhibit. The product fair, some 2,000 individual specimens of screen process printing, was visited by 5,000 persons.

The business sessions of the convention consisted of four forums developed along broad lines of industry interest. They were chaired as follows: 24-sheet poster and drill cloth banner by James Royce, Terre Haute, Ind.; point-of-purchase by Milo Mickelson, Minneapolis;

industrial applications by Randy Ragen, Los Angeles, and the decals forum by William Fraser, St. Louis. Speakers at each of the forums stressed practical applications and answered specific questions.

The keynote speaker was Mendel Segal, Stein Printing Co., Atlanta, Ga., who gave his views on a positive outlook and future for the screen process industry.

Convention cities for the next three years were decided as follows: Detroit in 1957, San Francisco in 1958, and New York City in 1959. Hotel selections and dates will be announced by host chapters.

### R&E Executive Council Meets To Plan Year's Activities

Executive committee members of the Research and Engineering Council of the Graphic Arts Industry, Inc., planned the course of council activities for 1956-57 at a three-day meeting recently. Frank J. Schreiber, executive secretary, American Photoengravers Association, reported on a survey of industry leaders' opinions on the need for a comprehensive program of research and development for letterpress, conducted by his association.

The committee approved in principle the organization of such a program. It endorsed the American Photoengravers Association's efforts in this connection and expressed its willingness to provide advisory services in the preparation of a research program and to coördinate it with other active research programs.

The meeting was held at Minnesota Mining & Manufacturing Co.'s Wonewok Lodge at Park Rapids, Minn. The program included a visit to Colwell Press.

# William W. Fisher Elected As President of ATF Co.

William W. Fisher has been elected president of American Type Founders Co., Inc. Mr. Fisher assumes the office vacated

William W. Fisher

recently by the sudden death of Milton J. Goger on Oct. 22. (See THE INLAND PRINTER for November, page 93.)

Mr. Fisher, 44 years old, is the youngest president to head American Type Founders, oldest type and

graphic arts equipment producer in the United States. He joined ATF five years ago as vice-president in charge of manufacturing. He then became vice-president of operations, responsible for all ATF engineering and research activities; in March 1956, he was elected a director of ATF and vice-president in charge of sales.

Prior to his association with American Type Founders, Mr. Fisher was general manager of the Red Bank (N.J.) and Pioneer Central (Davenport, Iowa) divisions of Bendix Aviation Corp., and general manager of the Instrument Division of Daystrom Corp. He began his business career as an industrial engineer with Westinghouse Electric.

## Printing Executives Trained at Combined LTF-PIA Conference

First combined coaching conferences covering Lithographers Technical Foundation-Printing Industry of America Foreman's Management and Visual Economics Programs were staged Oct. 1-8 at Belmont Plaza Hotel, New York City. As in previous conferences, instruction was designed to train executives for carrying the programs back to their own plants and local associations.

Foreman's Management sharpens the skills of supervisors and makes them better members of front-line management by strengthening their confidence and their resourcefulness.

A "flannel chart" presentation adapted from a prototype developed by E. I. du Pont de Nemours & Co. for its 85,000 employees is the basis of the Visual Economics Program. The purpose is to educate employees in general and printing industry economics.

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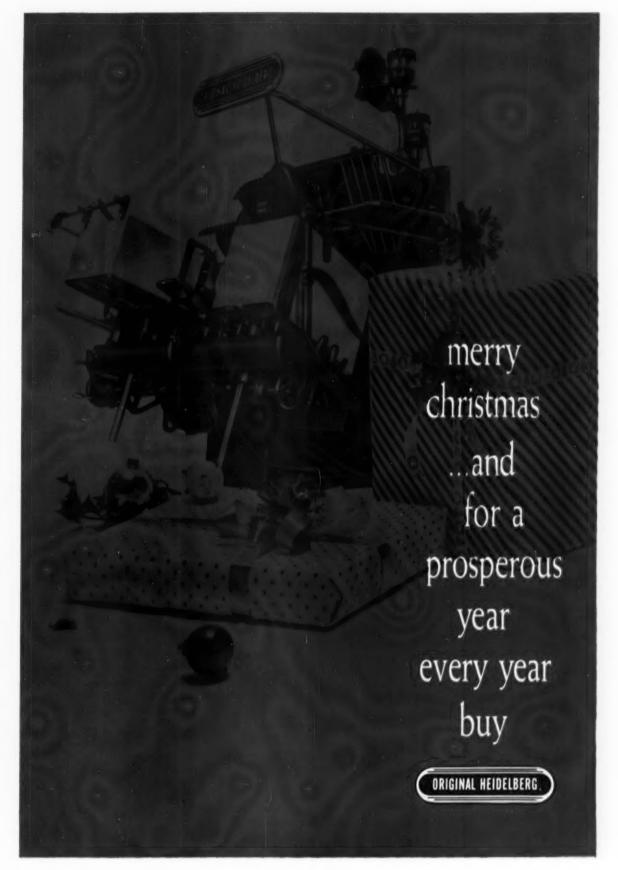
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The side delivery of printed sheets, the accurate, hairline register, the dual impression controls and the large feed and delivery capacity provide a press that produces a wide variety of fine, quality printing at a profit. Speeds per hour up to 4500 on the  $10 \times 15$ ; up to 4000 on the  $12 \times 18$ . Handles any stock from onionskin to heavy board. Prints two-up to register.



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Made in four sizes—8 x 12, 10 x 15, 12 x 18, 14½ x 22—designed for hand feeding all kinds of commercial printing, from all-type forms to process color work. Smaller units are capable of producing up to 3,000 i.p.h.—larger sizes, 2,000 i.p.h.

• Before equipping a new printing plant or modernizing your present plant, it will pay you to investigate the complete lines of Chandler & Price printing presses and paper cutters which reflect almost three quarters of a century of experience in manufacturing high quality printing machinery.

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Detailed descriptions of any of the units illustrated here will be supplied gladly upon request.



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### C&P AUTOMATIC CUTTERS 3 SIZES: 39", 44", 50"

Extremely rigid base—substantial one-piece casting. Two-handed operating control with non-repeat device; I" traveling overhead tape, hair line indicator, illuminated tape magnifier combined with light for table, adjustable knife bar gibs, all controls within easy reach.



# C & P 37" AUTOMATIC

Fully automatic, with ease of clamping and cutting that only electrical operation can provide. Unusually wide table with extensions width between housings 37". Push-button controls make operation extremely easy, simple and fast. Two-handed control of cutting with foolproof non-repeat device that meets all safety requirements.



### C & P 341/2" HAND CLAMP POWER CUTTER

Handles large volume of cutting and trimming, speedily, accurately and at low cost. One-piece cast frame, heavy ribbed construction; extra heavy knife bar, pulled in single shear, requires less power and eliminates all draw and chatter; illuminated tape magnifier; two-way starting motion.

### HAND CLAMP HYDRAULIC CUTTERS



These hand-clamp hydraulic cutters are designed to provide the small plant with power cutting by fast, convenient hydraulic operation at minimum investment. The many features provide dependably accurate cutting, faster work, bigger production withlesseffort for the operator. Two sizes: 26½" and 30½".

# CONVENTIONS WHAT - WHERE - WHEN

Printing Industry of Illinois, first state-wide convention, Morrison Hotel, Chicago, Jan. 11. Great Lakes Newspaper Mechanical Conference, Statler Hotel, Cleveland, Jan. 13-15. International Printing Week, Jan. 13-19.

New York State Capital District Mechanical Conference, Sher N.Y., Jan. 19-20. Sheraton Ten Eyck Hotel, Albany,

Top Management Conference-Printing Industry of America, Biltmore Hotel, Palm Beach, Fla.,

FEBRUARY Southwestern Typographic Composition Assn., mid winter conference, Roosevelt Hotel, New Or-

Northwest Mechanical Conference, Hotel St. Paul, St. Paul, Minn., Feb. 23-25

Gravure Technical Assn., annual convention, Drake Hotel, Chicago, March 6-8. Southern Newspaper Publishers' Assn. (Western

Div.), Mechanical Conference, Hotel Galvez, Galveston, Tex., March 10-12.

Printing Industry of America, Printing Sales Conference, Edgewater Beach Hotel, Chicago, March 21-22.

Mid-Atlantic Newspaper Mechanical Confer-Mid-Atlantic Newspaper Mechanical Confer-ence, Sheraton Hotel, Philadelphia, March 21-23. National Paper Trade Assn., Waldorf Astoria Hotel, New York, March 25-27.

Folding Paper Box Assn. of America, annual convention, Drake Hotel, Chicago, March 31-

### APRII.

Lithographers National Assn., annual conven-tion, The Greenbrier, White Sulphur Springs, W. Va., April 1-3.

Southern Graphic Arts Assn., annual convention and exhibit, Battle House, Mobile, Ala.,

National Packaging Exposition of American Management Assn., International Amphitheatre, Chicago, April 8-11.

International Assn. of Electrotypers & Stereotypers, spring technical conference and exhibition, Statler Hotel, Buffalo, N.Y., April 10-11. Point-of-Purchase Advertising Institute, annual

symposium and exhibit, Palmer House, Chicago, April 10-12.

### MAY

National Assn. of Litho Clubs, annual conven-

tion, Palmer House, Chicago, May 2 4.
Technical Assn. of the Graphic Arts, annual technical meeting, Benjamin Franklin Hotel, Philadelphia, May 15-15.

Research & Engineering Council of the Graphic Arts Industry, annual meeting, Benjamin Frank-lin Hotel, Philadelphia, May 15-17.

### J. W. Clement Co., Buffalo Firm, **Announces Administrative Changes**

J. W. Clement Co., 78-year-old printing house in Buffalo, N.Y., has announced administrative changes to keep step with expansion and future plans. Hartzell P. Angell, in charge of the New York City office, was promoted to senior vice-president. William D. Roesser has become executive vice-president and continues as secretary. Hans Flygare is now vice-president as well as secretary.

Michael J. Bosak was named vice-president in charge of manufacturing and William B. Burgard was appointed vice-president of research and development.

# Scholarship Trust Fund Is Established

(Concluded from page 58)

eral fund-raising drive is planned. It is expected that individuals, companies, local and national printing trade groups will contribute special funds for honoring printers through setting up scholarships in their names. Companies which are especially interested in attracting collegetrained personnel are expected to provide scholarships.

Educational Testing Service, Princeton, N.J., will select and test scholarship applicants. Recipients will be chosen from high

school graduates, from a particular community, or from among the sons and daughters of company employees, as may be specified by scholarship donors. First scholarships are due to be awarded for studies next Fall.

Since the council is taking care of administrative costs, all monies received for the trust fund will go directly into scholarship awards. Further information is available from the Council at 5728 Connecticut Ave., N.W., Washington 15,



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## NEW LITERATURE

Those interested in literature described are asked to write direct to the company listed in the item

### Temperature Controller Booklet

A brochure, MC-139, giving specifications on a new series of bulb-and-capillary indicating temperature controllers is available from Fenwal, Inc. of Ashland, Mass. There is a variety in temperature ranges, bulb sizes, circuits, and switches with explanations on tailoring the controller to specific uses. Recommended applications include plastic molding and laminating platens, hot stamping dies, rubber molding, and printed circuit etching tanks.

### Recommended Binding Standards

Available from the Commodity Standards Division, U.S. Department of Commerce, Washington 25, D.C. are two mimeographed outlines on recommended binding standards proposed by the Library Binding Institute.

"Commercial Standard for Library Binding," TS-5329, covers four classifications identified as ordinary book-volume, ordinary periodical-volume, ordinary newspaper-volume, and special volume. Individual requirements of workmanship in collating and mending are listed with nomenclature, definitions, and material specifications.

The "Commercial Standard for Pre-Library Bound New Books," designated TS-5330, covers the binding of the two classifications of ordinary book-volume and special volume. Requirements for collating, materials, nomenclature and definitions are included.

### Ratchet-Drive Lubricators

Service instructions for Type R, an automatic piston pump lubricator, are offered with information on maintenance, operation, and component parts. The lubricators are adaptable to printing presses, packaging machinery and other machines. Specification tables for flexible hose fittings, tubing, compression fittings and junctions are given. Copies may be obtained from "Service," Bijur Lubricating Corp., 151 W. Passaic St., Rochelle Park, N. J.

### Property Insurance Information

"What's the Difference" is a booklet explaining the difference between the various kinds of fire insurance companies and other general phases of the business of property insurance. Simply written for the layman, the topics cover the difference between a capital stock insurance company and a mutual insurance company,

reciprocal exchange, the agency system, and others. Copies may be obtained from Western Underwriters Association, 175 W. Jackson Blvd., Chicago 4.

### Rotogravure Package Printing

Champlain Co., Inc., 88 Llewellyn Ave., Bloomfield, N.J., has issued a folder that describes and pictures rotogravure package printing done in the Lord Baltimore Press plant, Baltimore, Md. Basis of the Champlain system is an 82x36-inch web-fed machine printing eight colors and said to be the largest rotogravure press ever designed for the packaging industry. Rated speed is 600 fpm on pa-

per and 400 fpm on foil. Electronic automatic registration combines three major elements: web scanner, phase detector, and control panel, to provide quality control of printing, cutting and blanking operations.

### High-Pressure Xenon Lamps

A technical bulletin on Osram high pressure xenon lamps for projectors and floodlights may be obtained from the Macbeth Corp., P.O. Box 950, Newburgh, N.Y. Information given about these gas discharge lamps which approximate natural daylight in color, includes design, operation and installation. There are wir-





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ing diagrams and intensity and wave length charts. This bulletin was printed in Germany.

### Advertisers' Buyers Guide

Available from Advertising Trades Institute, 135 East 39th St., New York 17, is a Buyers' Guide listing leading suppliers of advertising essentials and sales aids. This new edition, designed for advertising directors, sales promotion managers, purchasing agents and others who buy promotional materials nationally, lists more than 100 classifications of suppliers. They include lithographers and sources for premiums, displays, visual aids, mailing lists, match boxes, artwork, and advertising specialties.

### Fairchild Scan-A-Sizer Booklet

The application and versatility of the Fairchild Scan-A-Sizer is shown in a booklet from Fairchild Graphic Equipment, Inc., 88-06 Van Wyck Expressway, Jamaica 1, N.Y. The Scan-A-Sizer is an electronic engraving machine that enlarges or reduces, and can give controlled distortion, directly from the copy, without requiring any intermediate steps. Pictures of the machine and of the basic method of working it are included.

### Linotype Accessories Catalog

Linotype Accessories and Supplies, Catalog No. 56, is a 108-page booklet offered by Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5, N.Y. All parts and equipment are illustrated and described. An index is included.

### Mounting Your Own Plates

"Printers Should Mount Their Own Plates" is a folder showing how this can be done with Vandercook Lite-Base. This base is suitable for originals, electros, rubber, plastic, and other kinds of plates. Other equipment shown includes a plate mounter, an electric EasyKaster, a block leveller, and a plate gauge. This folder may be obtained from Vandercook & Sons, Inc., 3601 W. Touhy, Chicago 45.

### Christmas Ornaments Folder

A folder which contains reproductions of a new series of 24-, 36- and 48-point Christmas ornaments designed by Johannes Troyer is available from American Type Founders dealers or from the company's Type Division, 200 Elmora Ave., Elizabeth B, N.J.

### Unit System News Type Faces

News type faces cut on the unit system including 47 different fonts of Ideal, Imperial, Regent, Regal and Rex from 5½-point to 10-point are available in a one-sheet listing from the Sales Promotion Dept. of Intertype Corp., 360 Furman St., Brooklyn 1, N.Y.

The faces are adaptable to automatic typesetting methods and come in various

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Lithocraft Lithographic Rollers
Synthox (Synthetic) Letterpress Rollers
Ideal Typocraft (Solid Synthetic) Rollers
Ideal Inkmaster (Vulcanized Oil) Distributor Bollers
DX Synthetic Newspaper Bollers DX Synthetic Newspaper Reliers
Plexicate Rollers
Impression Rollers (all types)
Ideal Process Coated Reliers
Ace Rocket Rollers
Coating and Varnishing Reliers
Rotogravure Impression Rollers
Ideal Photoengravers' and Lithe Proof Rollers
Waxing Machine Rollers
Rubber Gluing Rollers
Rubber Priction Reliers
Rubber Priction Reliers
Rubber Priction Reliers
Rubber Regulate Rollers

Rubber Blanket Rollers

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DAY & NIGHT



Eastern Corp., Bangor, Me., offers these 4½x 6-inch memo boxes available from distributors

two-letter matrix combinations. All unit fonts listed may be used for any required column width when tape is perforated locally. Imperial face is adaptable to the new wire transmission standards adopted recently by all news services.

### Folder on ATF Process Camera

American Type Founders has issued an illustrated folder featuring its Craftsman -Model 241 Process Camera as "the most productive darkroom camera you can own." Information covers three 24inch models as "packages" including all equipment and accessories for making line negatives, halftones with contact screens on Autoscreen film, color separations from transparencies, halftones with both rectangular and circular glass screens, and work with glass plates. "How to Invest Profitably in a Process Camera" is the title, and there's a check list of some 33 items covering sizes of work, camera operation and construction, with space for comparison with other equipment. The folder is available from ATF sales representatives or from the Sales Department at 200 Elmora Ave., Elizabeth B, N.J.

### **Ornaments From Germany**

An attractive little booklet produced in Germany shows a variety of ornaments ranging from minute stars and leaf motifs to book colophons and Christmas and other holiday insignia up to six and one-half picas. Copies may be obtained from H. Berthold, Messinglinienfabrik & Schriftgiesserei AG, Berlin SW 61, Germany.

### Fusing Plastic on Paper

Available from F. C. Dawson Engineering Co., Canton, Mass., is a 16-page catalog showing various machines for drying, curing and fusing plastic, vinyl and other coatings on paper, board and other bases.

### Use of Fluorescent Colors

A "Bait Your Sales Hook" folder showing how 14 advertisers have used Sun-Tested Velva-Glo fluorescent screen and bulletin colors has just been produced by Radiant Color Co., 830 Isabella St., Oakland 7, Calif. Point-of-purchase promotions, silk screened displays, signs and transit advertising have utilized these col-

ors which are said to last several months outdoors and years if used inside.

Also available are eight Sun-Tested Velva-Glo color swatches. With the improved texture claimed, a No. 14 silk can be used for screening interior displays and a No. 8 for exterior displays.

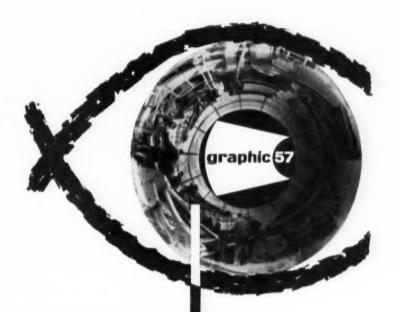
### Score Cut Slitters Catalog

A bulletin and price list on score cut slitters and knife grinding equipment are available from John Dusenbery Co., Inc., 271 Grove Ave., Verona, N.J. Descriptions and diagrams are given on accessories for score cut slitters and on steel sleeves.

### Management Publications Catalog

Available to members of the American Management Association and to any interested managers writing on their organization stationery is the 1956-57 edition of the AMA Management Bookshelf. This is a catalog of AMA books, periodicals and films on the various aspects of management.

The major publications section contains such titles as "The Development of Executive Talent," "Company Practices in Marketing Research," and "The Education of Employees." The publications section covers general management, insurance, manufacturing, packaging, personnel, and



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# Efficient, dependable GAST rotary AIR PUMPS



This new Automatic Paper Feeder offers many advantages in operation with Rosback Perforators and other printing

Features include a unique patented paper elevator that maintains level within three sheets' thickness . . . a new quick-setting striking mechanism, and a new continuous burr roller. For suction and air blast for feeding, Rosback includes the latest Model 10X-1040 Gast Dual Chamber Air Pump.

As original equipment, quiet-running rotary-vane Gast Pumps contribute efficiency, dependability, and long-lived service to more and more types of graphic arts' equipment. If your products require air pumps-vacuum, pressure, or both-write for Gast Catalog.

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Original Equipment Manufacturers for Over 25 Years



Design File

other topics. Out-of-print publications are also listed. Copies may be obtained from the Publication Service of the association, 1515 Broadway, New York 36.

### Shading Mediums Catalog

A second edition of "Shading Mediums Catalogue" is available showing adhesivebacked patterns and alphabets, Singletone and Doubletone drawing papers, engravers' top sheets, and colored overlay sheets. There are new Craf-Tone patterns and Craf-Type faces, type sheets for office reproduction use, reverse type faces for advertising and art departments and alphabets imported from Europe. Copies may be obtained from the Craftint Mfg. Co., 1615 Collamer Ave., Cleveland 10, Ohio.

### Web-Fed Die-Cutting Booklet

Equipment and techniques for web-fed die-cutting and folding cartons are described in a 48-page book offered by the Champlain Co., Inc., 88 Llewellyn Ave., Bloomfield, N.J. Schematic drawings and photographs are included with information on automatic stripping and die-

### Power and Lever Paper Cutters

A publication on the new H series of improved Challenge 1938-, 23-, 261/2-, and 301/2-inch power and lever paper cutters is available from the Challenge Machinery Co., Grand Haven, Mich., and its dealers. Features, illustrations and advantages of the various models are presented.

### Square-Serif Specimen Sheet

Eastern Corp., Bangor, Me., has reissued a specimen sheet showing squareserif types and briefing their history back to 1803 when they were called Egyptian because of their darkness. This three-color display piece was lithographed on Manifest Bond. Copies are available from Eastern merchants handling Atlantic and Manifest grades.

### International Paper Samples

International Paper Co., 220 E. 42nd St., New York 17, has a variety of sample booklets available. In the Springhill line are white tag, manila tag, vellum bristol and colored index. Samples of Ticonderoga text and coverweight featuring polar white and colonial white and in colors with or without deckle edges are available with some of Ticonderoga white offset papers and with International offset papers.

### Trade Gothic Specimen Folder

Trade Gothic in light and bold, in regular, condensed and extra-condensed, and in sizes from 6- to 14-point is shown in a specimen folder from Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5, N. Y. This is a sans serif type face available from 6- to 24-point, and up to 36-point in extra-condensed.

Your composing room enriched ...

Your work beautified ...

Your clients satisfied



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scripts:

Higrette	POINT SIZES 12 to 72
1	Light 12 to 48
Axiston	Medium 12 to 60

90	Script 1	4	to	4
Oxcelsion	Semi Bold 1	4	to	6

12 to 60

12 to 72

Links 10 to 40

Gracia 12 to 60/48		
0.		
()		

Rondo	10 to 60 Bold 12 to 72

Derby	10 to 60

### Reiner Black 14 to 60

Signal	Light 10 to 48 Medium 18 to 72 Black 24 to 72
Palette	12 to 72
Dynamic	10 to 72
Mistral	12 to 72
Reiner Script	18 to 96

### Amsterdam Continental Types and Graphic Equipment, Inc.

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# DO YOU KNOW THAT ...

WILLIAM H. GRIM, JR. has been appointed sales manager of the Baltimore Business Forms Co., Baltimore, Md. GEORGE W. ALT, JR. was elected vicepresident.

LEROY KELLMAN has been appointed sales manager of Normandie Press, Inc., tag, label and printed identification specialists in New York City.

The Lumberman Printing Co., Ltd. and Wrigley Printing, Ltd. of Vancouver, B. C., Can., have merged to form the Evergreen Press which also includes the purchase of Sunprinting, commercial printing subsidiary of the Sun Publishing Co. Officers are G. D. Clippingdale, president; G. C. Hyatt, vice-president, and J. S. Mc-Cracken, sales manager.

The ALLEN HOLLANDER CO., New York City, manufacturers and printers of Able Labels and other paper specialties, is installing a high speed multicolor rotogravure department.

A. A. WADE has been elected president and general manager of both S. B. Newman & Co. and S. B. Newman Printing Co., Knoxville, Tenn. One of his first actions in his new office has been to purchase the Triangle Press.

JOSEPH A. CANGALOSI has been appointed vice-president of manufacturing by the National Publishing Co., Washing-







Lloyd Smiley

LLOYD SMILEY has been appointed director of industrial engineering of the eastern division of Western Printing and Lithographing Co., Racine, Wis.

PHILIP D. ALLEN has been elected president of Maclean-Hunter Publishing Corp., Chicago. JOSEPH J. O'NEILL. manager of THE INLAND PRINTER, has been named a member of the board.

ERNST GREMINGER has joined the research staff of Gravure Research, Inc. He will be in charge of photographic operations and lead a color correction research investigation being held in the company laboratories in New York City.

SIDNEY I. EHRLICH has been appointed executive vice-president of Wilbar Photo Engraving Co., Inc., New York City.

GEORGE A. CAMERON, JR. has been elected board chairman of Princeton Polychrome Press, Princeton, N.J. DAVID O. JOHNSON, former vice-president, has succeeded him as president.







George Comeron, Jr.

W. E. BYRON BAKER, New York & Pennsylvania Co. research manager, is serving a fifth yearly term on the National Association of Manufacturers research committee.

JAMES W. SHIELDS, executive vicepresident, Judd and Detweiler, Inc., is the new chairman of the Union Employers Division of the Graphic Arts Association of Washington, D.C. At the division's



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NYGREN - DAHLY COMPANY 1422-32 ALTGELD ST. CHICAGO 14 ILL

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designed for top per-

# can YOUR strip caster do these things...

Sixteen rule faces can be run from a single rule mold, because of the interchangeable slide matrix into the mold.

> The Universal casts over 100 pounds of 2-pt. leads an hour. Casting material from 1 to 18

Puller is instantly adjustable to any thickness of material. Pull may be lengthened or shortened while casting . . . will not mar the strip on either side.

> With the simple turn of a screwdriver, you can produce a variety of ornamental rules, borders and leader lines while casting.



# losing money

# composition?

### Here's What Users Say . . .

"We saved 2½ hours composition on our first job."

"Our Broach paid for itself in the first three months."

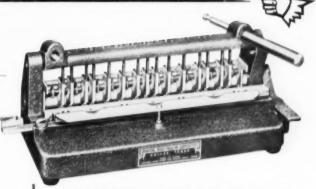
"We saved 20,000 press impressions on our first job."

"Our forms look better, cost less."

"We are setting many of our forms two-up, cutting our impressions in half."

"We saved three-fourths of our gathering by setting four-up.

The Honig Multiple Broach is the fastest . . . most economical system for ruled form composition.



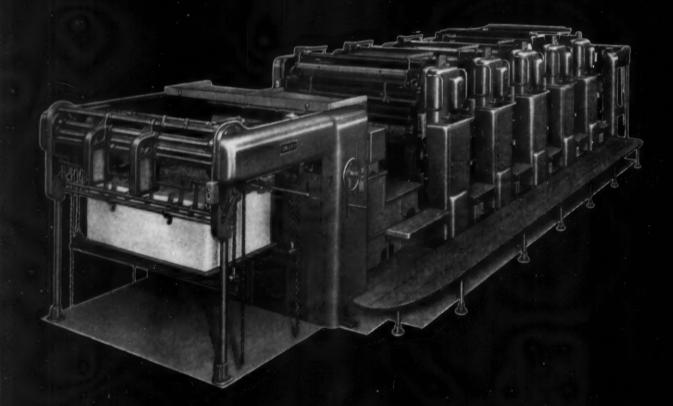
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# niversal Mono-Tabular Corporation

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# The Miehle





Performance is the reason...

Miehle 61 and 76 Sheet Fed Rotaries
—one color to five color—are operating
in label, carton, publication, book and
commercial printing plants from coast
to coast. High production, simplified
makeready, improved quality and unit
construction make them the accepted
standard of sheet fed typographic
rotary equipment.

Across the Country It's . . .

# Miehle 61 and 76 ROTARIES

The following well-known plants represent the many fields in which Miehle 61 and 76 Letterpress Rotaries are now being used.

American Book-Stratford Press, Inc. New York, N. Y.

Arrow Press, Inc. New York, N. Y.

The Bookwalter Company, Inc. Indianapolis, Ind.

The William Byrd Press, Inc. Richmond, Va.

Colonial Press, Inc. Clinton, Mass.

Davis, Delaney, Inc. New York, N. Y.

R. R. Donnelley & Sons Co. Chicago, Ill.

Evans-Winter-Hebb, Inc. Detroit, Mich.

Gospel Publishing House Springfield, Mo.

Houghton Mifflin Company Cambridge, Mass.

Interstate Printing Co. St. Louis, Mo.

Kingsport Press, Inc. Kingsport, Tenn.

Magill-Weinsheimer Co. Chicago, Ill.

Multi-Color Type Co., Inc. Cincinnati, Ohio

The Nevins Company Clifton, N. J.

The Plimpton Press, Inc. Norwood, Mass.

Publishers Printing Company, Inc. Long Island City, N. Y.

Rand McNally & Company Hammond, Ind.

Recorder Prtg. & Publ. Co. San Francisco, Calif.

Times Mirror Press, Inc. Los Angeles, Calif.

The U.S. Prtg. & Litho. Co. Baltimore, Md.

Write for complete information

MIEHLE PRINTING PRESS AND MANUFACTURING COMPANY

Chicago 8, Illinois

fourth annual meeting on Oct. 15 he was elected to succeed HERBERT G. PILLON, Mercury Press. LESLIE C. SHOMO, vice-president and general manager, National Publishing Co., is vice-chairman.

PAUL H. SCHAFER has been named manager of the reëstablished Washington district of Harris-Seybold Co., Cleveland, Ohio.



S.

Paul H. Schafer

C. J. Wiechering

C. J. WIECHERING has been appointed district manager of the northern Wisconsin territory with his office at the Oshkosh Engraving Co., Oshkosh.

ELMER E. CLAUSEN has been promoted from Clark College (Vancouver, Wash.) Department of Graphic Arts instructor to coordinator of the part-time and evening program of the college. LOUIS BELOW, who has been teaching in the Vancouver high schools, will succeed him.

### Hoe Announces Vice-President, Controller and Branch Manager

R. Hoe & Co., Inc., New York City, has announced the appointment of Gordon F. Elrod as manager of the Boston office. He has served over 25 years in the printing machinery industry.

V. P. Burgess has been promoted from assistant treasurer to controller. He has been with the company since March of this year. Burton C. Polglase, chief engineer of the press division, has been named a vice-president. He began as assistant chief engineer in 1952.



G. F. Elrod V. P. Burgess B. C. Polglas

CHARLES F. BAIER has been elected president of Rathbun & Bird Co., Inc., New York City, to replace CARL J. BERGSTROM, recently deceased. SYDNEY S. SMITH is the new vice-president.

PHILIP I. ROSS, president, Philip I. Ross Co., Inc., New York City advertising

the ONE business gift for every customer level!



What to give? Something specialized. Something lasting. That's the new, remarkably versatile NORMA Pen and 3-Pencil Combination. It is the ideal customer gift that speaks well of you for years to come. Guaranteed for mechanical perfection by NORMA, makers of quality Multikolor writing instruments for over

25 years.

writes in 3 colors signs in ink!

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CLICK
Black Pencil!
CLICK
Blue Pencil!
CLICK
Red Pencil!
CLICK
IT'S A PEN!

The NEW

# norma

pen and 3-pencil Combination

Retail value — in chrome, \$5.95 ink refill 49c

Introductory Offer—extra ink refill FREE! Other models from \$4.50 up.

137 West 14th	CORP., Norma Bldg. Dept. 7 St., New York 11, N. Y.
Please send qu	uantity rates on NORMA for
good will bush	ness gifts.
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agency, has been appointed chairman of the Direct Mail Advertising Association Advisory Committee to the U.S. Department of Agriculture.

E. L. LAMB has been promoted to vicepresident of planning and development of Minnesota and Ontario Paper Co., Minneapolis, Minn. CLARENCE LARSON, vicepresident of operations, is moving his headquarters from International Falls, Minn., to the Minneapolis offices.

A. L. WILLIAMS has been elected a director of Intertype Corp., Brooklyn. He is executive vice-president of International Business Machines, Corp., New York City.

CLARE W. GOODSELL has been promoted to general sales manager of the printing products division of Minnesota Mining & Mfg. Co., St. Paul, Minn.

FRED D. MCLAUGHLIN has advanced from vice-president of Chandler & Price Co., Cleveland, Ohio, to executive vice-president and general manager. WALTER P. MOAK, secretary, has been named secretary-treasurer.

SIGMUND HELD has been elected president of Southern Envelope Manufacturers, Nashville, Tenn. DAVID GOLD-WASSER is vice-president; CHARLES HELD, SR., treasurer, and IRMA GOLD-WASSER, secretary.

GEORGE W. MEAD II is the new production manager of the Wisconsin Rapids Division of Consolidated Water Power & Paper Co., Wisconsin Rapids, Wis. He succeeds HOWARD B. RICHMOND who is retiring and will serve on a consulting basis.

ELMER BELLONE has joined the eastern sales staff of Ideal Roller & Mfg. Co., Chicago. WALTER L. SORROW has joined the southern sales division.





Elmer Bellone

Walter L. Sorrow

ROBERT BELL has joined the Chicago sales staff of Roberts & Porter, Inc., Chicago, and is also serving as technical adviser in helping lithographers make the best use of presensitized plates.

JERRY C. SMOLIK has been appointed special representative of the silk screen division of the Craftint Mfg. Co., Cleveland, Ohio.

J. HOWARD HOUSTON, former treasurer of Pope & Gray, Inc., printing ink manufacturing firm with plants in Clifton, N.J. and Cleveland, Ohio, has been named president, succeeding W. GERARD TATLOCK, who died on October 26. New treasurer is PHILIP T. POPE.

JAMES BECKETT has been elected chairman of the executive committee of Interchemical Corp., New York City, and A. WALLACE CHAUNCEY is the new vice-chairman.





James Beckett

A. Wallace Chauncey

JOSEPH GARDBERG has been appointed chief engineer for new product development of the Filmotype Corp., Skokie, Ill.

ROBERT G. WELLMAN has been appointed head of the advertising and sales promotion department of Graham Paper Co., St. Louis, Mo.

GEORGE A. PETRIE has been promoted to assistant sales manager of Warwick Wax Co., Inc., subsidiary of Sun Chemical Corp., Long Island City, N.Y.



Router Bits

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## WESEL MANUFACTURING CO.

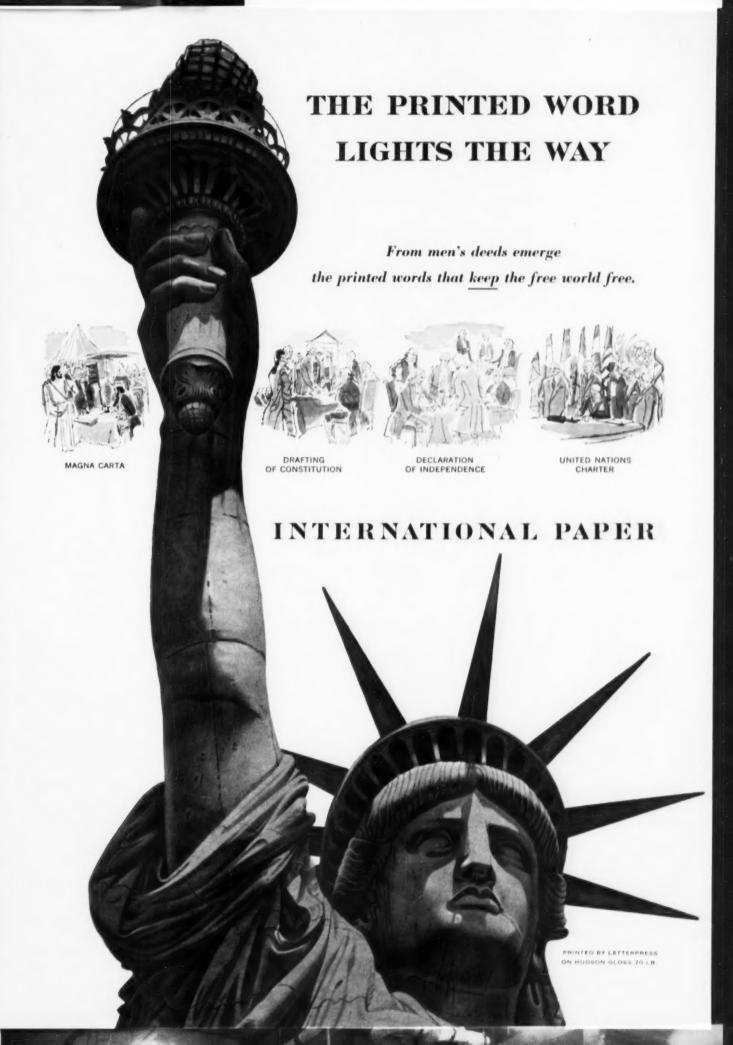
1141 N. WASHINGTON AVENUE

SCRANTON, PA.

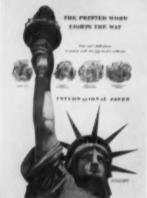
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Other fine quality Mill Brand printing papers by International

# HUDSON GLOSS

NOW BETTER THAN EVER IN QUALITY AND PERFORMANCE

Brighter, higher gloss. Low cost, process coated paper for color work in catalogs, cook books, house organs, timetables, folders, booklets, broadsides. Excellent results on flat bed and rotary letterpress using 110-120 line screen halftones. 50, 60, 70 lb. Available through leading paper merchants.

ADIRONDACK BOND ADIRONDACK LEDGER BEESWING MANIFOLD INTERNATIONAL DUPLICATOR PAPER INTERNATIONAL MIMEO SCRIPT INTERNATIONAL TI-OPAKE INTERNATIONAL OFFSET SPRINGHILL INDEX SPRINGHILL COLOR INDEX SPRINGHILL POST CARD SPRINGHILL WHITE and MANILA TAG SPRINGHILL VELLUM-BRISTOL TICONDEROGA OFFSET TICONDEROGA BOOK TICONDEROGA TEXT TICONDEROGA TEXT, Coverweight LOUISIANA COLORED TAG OTIS BRISTOL HUDSON BOOK HUDSON COVER, CIS HUDSON LABEL, CIS HUDSON LITHO, CIS CHAMPLAIN COVER, CIS CHAMPLAIN LABEL, CIS CHAMPLAIN LITHO, CIS **EMPIRE BOOK** WINN BOOK also CONVERTING PAPERS

Printed by letterpress on Hudson Gloss, Basis 70.





# The acid test of a great press

...is user loyalty! All over the country, leading printers like Safran Printing Company have found their ATF web-fed offset presses so profitable that they've come back for two, three, and sometimes four larger or additional units.

What's behind it? ATF's experience—our 25 years of working for and working with the printing industry—the *only* way to develop fine presses. And today, ATF can truly say:

• ATF leadership sparked the expansion of the web-fed offset process—now a recognized method for top-quality, high-volume, low-cost publication printing.

- Every ATF web-fed press ever built is still in profitable operation.
- By standardizing many components, ATF offers even greater savings to printers who want to cash in on the superior profit-potential of offset.

ATF has built up a storehouse of practical knowhow and knowledge that will get you into profitable web-fed operation in the shortest possible time.

Invest a minute today to call your ATF representative. It may well open up a vast new world of profits for you.

# AMERICAN TYPE FOUNDERS



200 Elmora Avenue, Elizabeth, N. J.

better, more profitable printing...from the most complete line of equipment

Prominent Users of Strathmore Letterhead Papers: No. 125 of a Series



Quality is in style!

Basic good styling is as much evident in the letterhead of The Stetson Shoe Company as it is in their excellent footwear. It is a distinguishing characteristic of letterheads on Strathmore Papers that they carry an extraordinary picture of corporate quality with every message. This underlying quality is convincingly apparent in any Strathmore paper. Ask your supplier to show you samples of the complete line of Strathmore Papers for letterhead and office use.

The Stetson Shoe Company has been making shoes for men since 1885 in factories located in the world-famous "fine shoe district" just south of Boston. Stetson has built an international reputation for its shoes by maintaining strict standards in their manufacture, and with its new styling program, has achieved recognition as one of the leaders in the industry.

STRATHMORE LETTERHEAD PAPERS: STRATHMORE PARCHMENT, STRATHMORE SCRIPT, THISTLEMARK BOND, ALEXANDRA BRILLIANT, BAY PATH BOND, STRATHMORE WRITING, STRATHMORE BOND ENVELOPES TO MATCH CONVERTED BY OLD COLONY ENVELOPE CO.

STRATHMORE THIN PAPERS: STRATHMORE PARCHMENT ONION SKIN. STRATHMORE BOND ONION SKIN. STRATHMORE BOND AIR MAIL, STRATHMORE BOND TRANSMASTER, REPLICA.

# STRATHMORE

Makers of Fine Papers

STRATHMORE PAPER COMPANY, WEST SPRINGFIELD, MASSACHUSETT

# Strathmore Advertisements

in national
magazines tell
your customers
about the
letterheads of
famous American
companies on

Strathmore papers. This makes it easier for you to sell these papers, which you know will produce quality results.

This series appears in:

TIME
NEWSWEEK
BUSINESS WEEK
PRINTERS' INK
SALES
MANAGEMENT
PURCHASING
ADVERTISING



# Your Harris man will gladly tell you about sheet-fed Cottrells

Ever since The Cottrell Company became a part of Harris-Seybold in 1953, we have been moving toward the time when Cottrell sheet-fed letter-presses could be handled by the much larger and more widespread Harris-Seybold Company sales and service organizations.

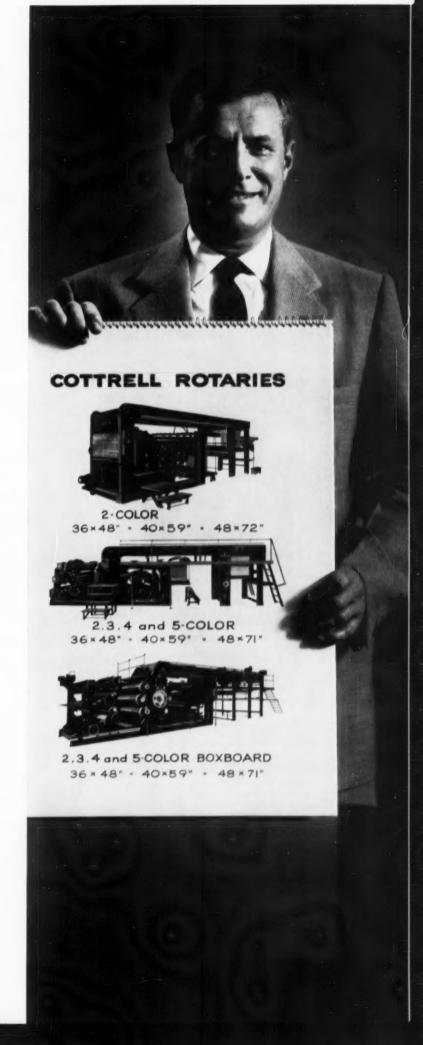
Today, your Harris man can give you the full story on both Cottrell and Harris sheet-fed letterpresses, as well as on the complete line of Harris offset lithographic presses. Cottrell users, both old and new, will find him ready and eager to serve. Furthermore, the entire Cottrell organization is working with him.

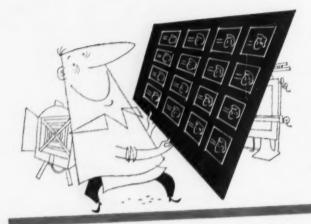
Cottrell roll-fed equipment—letterpress and gravure—will continue to be handled by The Cottrell Company staff. But for prompt attention on sheet-fed Cottrells, just call any of the 16 Harris-Seybold offices in the United States and Canada, or contact Harris-Seybold Company, 4510 East 71st Street, Cleveland 5, Ohio.



# **COTTRELL PRESSES**

Harris Presses - Seybold Cutters - Macey Collators Harris Chemicals - Harris Alum O Lith Supplies - Special Products

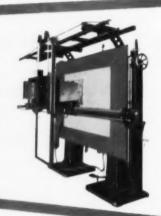


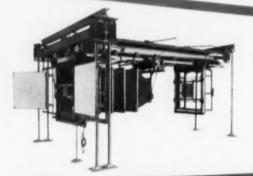


# offset plates come only from the <u>finest</u> offset equipment

# LANSTON M-H Vertical Step and Repeat Machine

Designed to assure precision to one thousandth of an inch in registering negatives for single- and multi-color process work in lithographic and gravure plate making, the LANSTON Vertical Step and Repeat Machine operates with speed and convenience. Its rigid construction and excellence of materials and workmanship contribute both to facility of operation and a long life with minimum maintenance cost.





# **LANSTON** M-H Color-Precision Camera

The famous LANSTON overhead, motor-focusing, darkroom CAMERA, equipped with all modern accessories, is found in shops producing the finest plates for lithographic or gravure printing. Every condition of alignment and register is under operator's push-button control either within or without the darkroom.

# **LANSTON** M-H Vertical Plate-Coating Machine

The LANSTON Vertical Plate-Coating Machine uses less solution to produce a plate evenly, thoroughly and smoothly covered. And, because of its vertical construction, it occupies a smaller floor space than any other plate-coating machine.



NOTE: You will soon hear more about the MAGNASTEP, the new, compact LANSTON Step and Repeat Machine. Watch for it! Complete information on LANSTON PHOTO-MECHANICAL EQUIPMENT will be sent gladly on request.

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Gentlemen: Please send con Photo-Mechanical Equip	information	on Lanston
Name		
Firm Name	 	
Address	 	
City & State		

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Lanston monotype machine co.

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BRANCH OFFICES: 80 Federal St., Boston 10, Mass. \* 216 West Jackson Bivd., Chicago 6, Ill. Room 332, Healey Bidg., 57 Forsyth St., Atlanta 3, Ga. \* 441 Lexington Ave., New York 17, N.Y. 115 New Mantgamery St., 5an Francisco, Calif.

IN CANADA: Monotype Company of Canada, Itd., 77 York St., Toronte 1, Ontario
ALSO REPRESENTED BY: Roberts & Porter, Inc., 622 Greenwich St., New York 14, N.Y.
A.E. Heinsohn, Inc., 1443 Blake St., Denver, Colorado

Type set in faces of Monotype Scotch Roman and 20th Century Series.



SIX DIFFERENT KINDS OF LISTINGS ARE INCLUDED IN THIS DIRECTORY OF MACHIN-ERY, EQUIPMENT, SUPPLIES, AND PAPER TO BE USED BY THE GRAPHIC ARTS INDUSTRY



Manufacturers of machinery, equipment, and supplies are listed alphabetically by products. See next page for complete explanation of how to use simplified classification system.



All printing papers are classified alphabetically by kinds of paper. Various makers of each kind are shown.



Popular brand names of paper are listed alphabetically, with makers of each brand shown.



A list of advertisers and other important firms shows the addresses of the branch offices, to the nearest of which readers will wish to direct their inquiries and orders.



A representative group of leading printing machinery dealers is listed alphabetically.



Booklets and other educational material offered by advertisers free to the trade are classified and described. Mailing card is included. This is another I-P service for you.





While compilers of this directory have taken every precaution to insure accuracy, guarantee cannot be made against the possibility of a change, error, or omission in the various listings. Every effort has been made to secure authentic information direct from supply firms, equipment manufacturers, and the paper mills.



# ADDRESSING and MAILING

MACHINES

MACHINES

1 Addressing
2 Mailing
3 Metered Mail Machines
4 Stomp Affixes and Envelope Sealing Mach.
5 Strip Printing
6 Wrapper Printing and Wrapping
2 3 4 5 8
ADDRESSING Machine & Equipment Co., 326 Broadway, New York 7, N.Y.
1 2 3
ADDRESSOR APM Multiproph. Corp., 1200 Robbit Rd.

ADDRESSOGRAPH-Multigraph Corp., 1200 Babbit Rd., Claveland 17, Ohio

ANDERSON, C. F., & Co., 3225 Calumet Ave., Chicago

BARKLEY & Doxtor, 50 Frankfort St., Fitchburg, Mass.

★CHESHIRE Mailing Machines, 1644 N. Honore St., Chicago 22, III.

COMMERCIAL Controls Corp., 1 Leighten Ave., Rech-

DICK Mailer, The, 137 W. Tupper St., Buffale 1, N.Y. ELLIOT Addressing Machine Co., 143 Albany St., Com-bridge 39, Moss.

PAVYER Printing Machine Works, 500 S. Broadway, St. Louis 2, Ma.

PAYTER THUS.
Louis 2, Ma.
2

#PITNEY Bowes, Inc., 757 Pacific \$1., Stumford, Conn.
2
3
4
Cn., 220 W. 19th \$1., New York POLLARD-Alling Mfg. Co., 220 W. 19th St., New York,

57ANDARD Duplicating Machines Corp., 1935 Revere Beach Pkwy., Everett 49, Mass.

\*WESEL Mfg. Co., Scranton, Pa.

# **ADHESIVES**

DHESIVES

1 Bookbinders' Glue
2 Cut Mounting Cement
3 Envelope Gums
4 Liquid Selders
5 Malling Room Paste
6 Makeready Paste
7 Mounting, Cardboard
8 Padding Cement
9 Rubber Cement
10 Splicing Paste
11 Tape Cement
12 Plastic Adhesives
1 2 3 4 5 6 7 8 9 10 11

ADHESIVE Products Corp., 1660 Boone Ave., Bronx 60, \*AMERICAN Roller Co., 1342 N. Halsted St., Chicago

\*ANCHOR Chemical Corp., 829 Bargen St., Brooklyn 16

ARABOL Mfg. Co., 110 E. 42nd St., New York 17, N.Y

12 ARMOUR & Co., 1355 W. 31st St., Chicago 9, III.

ARTISTS Supply Co., 7610 Docker Ave., Claveland 3 AVERY Paper Co., 250 Chester St., Painesville, Ohio

12 BINDHAM Brothers, Inc., 406 Peurl St., New York 10 BOOTH, E. A., Rubber Co., 2855 Scarborough Rd., Cleveland Heights 18, Ohio

BRADLEY, Milton Co., 74 Park St., Springfield, Mass.

SROWN, Lindsay, Paint Co., 2601-75 W. Grand Ave., Chicago 12, III.

BURRAGE Glue Co., 18 Vandewater St., New York 38 CALIFORNIA Ink Co., Inc., 545 Sensome St., Sen Francisco 11, Col.

CARB-N-SET Business Forms, 816 Ferguson Ave., Day-

\*CHESHIRE Mailing Machines, 1644 N. Honore St., Chi-

CLARK Stok-O Corp., 1631 Dowey Ave., Rachester 15,

COMMERCIAL Posts Co., 504-520 Buttles Ave., Colum

CRAFTINT Mfg. Co., 1615 Collamor St., Cleveland 13,

# How to Use This Directory

e Items in this directory have, we believe, been listed in as comprohensive a manner as possible. Items have been cross-referenced. Certain related items have been grouped and sub-indexed by key numbers to facilitate finding, as, for example, "Adhesives." Under each firm name are key numbers showing the particular types of adhesives manufactured. These key numbers are spaced so they are aligned directly beneath the line of numbers immediately below the sub-classifications. Find the key number of the adhesive desired in the top line, trace vertically down the column with a straight-adje, and all the firms having that key number listed will easily be found.

1 2 3 4 5 6 7 8 9 10 11 DE VERE Co., 2000 Clark St., Racine, Wis.

du Pont, E. I., de Nemours and Co., Fabricoid Div., Wil-mington 98, Del.

\*ECONO Products Inc., 132 Humboldt St., Rochester 10, N.Y. FINDLEY, F. G., Co., 3033 W. Pemberton Ave., Milweu-kee 45, Wis.

#FLINT, Howard, Ink Co., 2546 Clark Ave., Detroit 9,

FULLER, H. B., Co., 181 W. Kellogg, St. Paul 2, Minn.

GODFREY Roller Co., 215 N. Camac St., Philadelphia GREEN'S Paste Works, Box 7, Salina Station, Syracuse 8, N.Y.

HABERULE Company, The, P.O. Box 737, Nerwelk,

HART, Wm. C., Co., Inc., 137 Greene St., New York 12, N.Y.

HOYT, Arthur S., Co., Inc., 175 Fifth Ave., New York 10, N.Y. JUDSON Type, Inc., 151 W. 23rd St., New York 11, N.Y. LAYTON Elastic Glue Co., 1770 Canalport, Chicago 16,

LE PAGE'S, Inc., Essex Ave., Gloucester, Mass LOX Mfg. Co., 310 E. 31st St., Kansas City 3, Mo.

LUTHER, J. P., Co., 173-81 So. Pourl St., Berlin, Wis.

MANHATTAN Posto & Glue Co., 425 Greenpoint Ave., Brooklyn 22, N.Y. 1 3 5 6 7 10 11 MATTHEWS, Jus. H., & Co., 3950 Forbes St., Pittsburgh

MAY Chemical Works, 902 Larrabee St., Chicago 10,

MELIND, Louis, Co., 362 W. Chicago Ave., Chicago MERRITT Products Co., 1547 E. 18th St., Cleveland 14,

METZGER, Alfred E., 30 Irving Pl., New York 3, N.Y. MILWAUKEE Printers Roller Co., 422 E. Fourth St., Milwaukee 4, Wis.

MONET Company, The, 43 South Ave., Fanwood, N. J. MONSANTO Chemical Co., Merrimac Div., Everett 49,

NATIONAL Adhesives, Div., of National Starch Products, Inc., 270 Madison Ave., New York 16, N.Y.

1 2 3 5 6 7 8 9 10

NATIONAL Roller Co., 307 Peerl St., New York 38

NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, III. PAISLEY Products, Inc., 1770 Canalport Ave., Chicago 16, 111.

PECK, James I., 47 High St., West Orange, N. J.

ROGERS Isingless & Glue Co., 210 Eastern Ave., Glou-cester, Mass.

ROSCO Laboratories, 367 Hudson Ave., Brooklyn 1,

SERVWELL Products Co., 6541 Euclid Ave., Cleveland 3, Ohio

\*SIEBOLD, J. H. & G. B., Inc., 150 Verick St., New York 13, N.Y. 6 8 9

1 2 3 4 5 6 7 8 SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.

5 S Artist Materials Co., 712 N. State St., Chicago 10,

STAFFORD, S. S., Inc., 609 Washington St., New York 14, N.Y.

STOKES, A., Co., Hudson, Ohio

TAYLOR Glue Co., Concord, N. H.

TOPFLIGHT Tape Company, 160 E. 9th Ave. York, Pa. TRI-Tix, Inc., 3727 N. Palmer St., Milwaukee 12, Wis. TWIN CITY Printers Roller Co., 505 S. 3rd St., Minne-opolis 15, Minn.

UNION Rubber & Asbestos Co., P. O. Box 1040, Trenton 6, N. J.

UNITED States Rubber Co., 1230 Avenue of the Americas, New York 20, N.Y.

WILLIAMS, Brown & Earle, 984 Chestnut St., Philadel-phia 7, Pa.

WILLAMSON & CO., Passaic Ave., Caldwell, N. J.

WILLIAMSON Adhesives, Inc., 8220 Kimball Ave., Skokie, III. 5 7

\*WILSOLITE Corp., 1827 Niegere St., Buffele, N.Y.

WINN & Goodman, 440 Sansome St., San Francisco 11,

# ADHESIVE TAPE, CUT-MOUNTING

ADHESIVE TAPE, CUT-MOUNTING
BRIDGEPORT Engravers Supply Co., 451 Atlantic Ave.,
Boston, Mass.
CORKPAK Ce., Inc., The, 70 Argyle Ave., New Rechelle, N.Y.

\*IDEAL Relier & Mfg. Company, 2512 W. 24th Street,
Chicage 8, Illinois
INDUSTRIAL Tape Corp., New Brunswick, N. J.

\*IRWIN Mfg. Co., Garland, Pe.
LOX Mfg. Co., 3310 E. 31st St., Kenses City 28, Mo.
MINNESOTA Mining & Mfg. Co., 900 Fauquier Ave.,
St. Paul 6, Minn.

MYSTIK Tape Division, Chicage Show Prtg. Co., Inc.,
2635 N. Kildare Ave., Chicage, Ill.
PECK, Jomes I., 47 High St., W. Orange, N. J.
SINCLAIR and Valentine Co., 611 W. 129th St., New
York 27, N.Y.

5 S Arrist Materials Co., 712 N. State St., Chicage 16,
III.

# ADHESIVE TAPE, MASKING

(for friskets, etc.)
ADHESIVE Products Corp., 1660 Boone Ave., Bronx
60, N.Y.
AVERY Paper Co., 250 Chester St., Painesville, Ohio
GUMMED Tope & Devices Co., 1069 Rogers Ave., Brook-

GUMMED rape & Devices Co., 1007 Rogers Atc., 5100-11yn, N.Y.
INDUSTRIAL Tape Corp., New Brunswick, N. J.
MINNESCTA Mining & Mfg. Co., 900 Fauquier Ave.,
51. Paul 6, Minn.
MYSTIK Tape Division, Chicago Show Prtg. Co., lec.,
2635 N. Kildere Ave., Chicago, III.
NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, III.
SERVWELL Products Co., 6541 Euclid Ave., Cleveland
3 Ohio

3, Ohio \*SIEBOLD, J. H. & G. B., Inc., 150 Verick St., New York 13, N.Y. SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.

# ADHESIVE TAPE,

PRESSURE-SENSITIVE

ADHESIVE Products Corp., 1660 Boone Ave., Brenx 60, N.Y. 60, N.Y.

AVERY Paper Co., 250 Chester St., Painesville, Ohio
BAUER & Block, Div. of the Kendell Co., 2500 S.
Deorborn St., Chicago 16, Ill.

BRIDGEPORT Engravers Supply Co., 451 Atlantic Ave.,
Boston, Mass.

CORKPAK Co., Inc., The, 70 Argyle Ave., New Rechelle, N.Y.

\*\*DENNISON Mfg. Co., 300 Howard St., Framinghum,
Mass. Mass.

EVER READY Label Corp., Cortlandt St., Belleville EVER READT Level Color, 1069-71 Rogers Ave., 9, N.J.

GUMMED Tope & Devices Co., 1069-71 Rogers Ave., Brooklyn 26, N.Y.

INDUSTRIAL Tope Corp., New Brunswick, N. J.

#IRWIN Mig. Co. Inc., Garland, Pe.

#KLEEN-Sik Products, Inc., 7300 W. Wilson Ave., Chicago, III. cago, III. LOX Mfg. Co., 3310 E. 31st St., Kenses City 28, Mo. McADAMS, John & Sons, 20 Knight St., Norwelk, Co. MINNESOTA Mining & Mfg. Co., 900 Fauquier MITTMESOTA Mining & Mfg. Co., 900 Fauquier Ave., St. Paul 6, Minn.
MYSTIK Tape Division, Chicago Show Prig. Co., Inc., 2635 N. Kildere Ave., Chicago, III.
PHILLIPS & Jacobs 622 Race St., Philadelphia, Pa.
WILLIAMSON & Co., Inc., Passaic Ave., Celdwell, N. J.
WILLIAMSON Adhesives, Inc., 8220 Kimball Ave., Skekie, III.

AGITATORS, INK

AGITATORS, INR.

\*\*AMERICAN Type Founders, Inc., 200 Elmora Ave.,
Elizabeth, N.J.

\*\*GEGENHEIMER, William, 80 Roebling St., Brooklyn

\*\*HARRIS-Seybold, 4510 East 71st St., Cleveland, Ohio

LOX Mg. Co., 3310 E. 31st St., Kansas City 28, Mo.

\*\*\*ACRICE Machinery Co., 3818 Laclede Ave., 5s. Louis 8, Mo. ROSS, Charles & Son Co., 148-156 Classon Ave., Brook-len, M.Y.

AIRBRUSHES

DeVILBISS Company, 300 Phillips Ave., Toledo 1, Ohio
OLSEN-Mark Corp., 124 White St., New York 13, N.Y.

\*\*PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co.,
1905 Diversey Parkway, Chicago 14, III.

# AIR, COMPRESSED, CLEANING AND **DRYING UNIT**

LOGAN Engineering Co., 4901 Lawrence Ave., Chicage OAKITE Products, Inc., 32 Rector St., New York 6, N.Y.

AIR COMPRESSORS AND PUMPS

ALLIS-Chalmers Mfg. Co., 1127 S. 70th St., Milwaukee, AMERICAN Type Founders, Inc., 200 Elmora Ave., Eliza-AMERICAN Typs Founders, Inc., 200 Elmora Ave., Elizabeth, N.J.
BECKFIELD Rotary Vacuum Blower Co., 72 First Ave., Fittsburgh 22, Pa.
BINKS Mfg. Co., 3114 W. Corroll Ave., Chicage 12
DeVILBISS Company, 300 Phillips Ave., Tolede 1
\*\*VEXTER Folder Co., Pearl River, N.Y.
FAIRBANKS Morse & Co., 600 S. Michigan Ave., Chicago 5, III.
\*\*GAST Mfg. Corp., 123 Hinckley St., Benton Harber, Mich. \*GAST Mfg. Corp., 123 Hinckley St., Benton Harber, Mich.

KELLOGG Div., American Brake Shoe Co., 97 Humboldt St., Rochester 9, N.Y.

LANSTON Menotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pe.

LEIMAN Brothers, P.O. Box 1339, Newark 5, N.J.

MILLER-Trojan Co., 1083 W. Main St., Troy, Ohia

NEW JERSEY Machine Corp., 1800 Willow Ave., Hoboken, N.J.

OAKITE Products Inc., 19 Rector Street, New York, 6, N.Y.

PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicage 14, III.

SPRAYOMATIC Products Co., 750 Main St., Milford, Ohia

WESTINGHOUSE Electric Corp., P. O. Box 868, Pittsburgh, Pa.
WILBAR Sales & Engineering Co., 549 W. Washington
St., Chicago 6, III.

# AIR AND PAPER CONDITIONERS

1 Air Conditioning Equipment
2 De-Humidifiers
3 Humidifiers
4 Paper Conditioners
1 2 3 4
ABBEON Supply Co., 179-15 Jameica Ave., Jameica ABBEON 3019717 32, N.Y. 3 ADVANCE Mfg. Co., 350 N. 26th St., Louisville 12

AIRTEMP Division, Chrysler Corp., 1600 Webster St.,

ANETSBERGER Bros., Anets Dr., Northbrook, Illinois AQUA-SORB Company, 21 S. 16th St., East Orange,

ARMSTRONG Machine Works, 901 Maple St., Three

\*BAHNSON Company, 1001 S. Marshall St., Winston-Salam 2, N. C.

BRISTOL Co., Waterbury, Conn.

BUFFALO Forge Co., 490 Broadway, Buffalo, N.Y.

1 2 3 CONSOLIDATED In'9. Equip. & Supply Co., 1112 N. Homan Ave., Chicago, III. FIINT, G. C., Eng. Service, 842 Gunderson Ave., Oak Park, III.

GENERAL Electric Co., 1 River Road, Schenectady 5

MAID-O-Mist, Inc., 3217 N. Puloski Rood, Chicago 41, III. 3 MERIX Chemical Co., 1021 E. 55th 5t., Chicago 15

MURRAY, D. J., Mfg. Co., 1002-1024 Third St., Wou-sau, Wis.

PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14, III.

PARKS-CRAMER Company, P. O. Box 444, Fitchburg. HUMIDIFIER & Vent Co., 99 Chauncy St., Bostor Moss.

SKILBECK Mfg. Co., 1612 60th St., Kenoshu, Wis.

1 2 3 4 SOUTHWORTH Machine Co., 30 Warren Ave., Partland

STANDARD Engineering Works, 289 Roosevelt Ave., Pawtucket, R. I.

TRANE Company, 2d and Cameron Ave., La Crosse,

1 2 3 4
\*WALTON Laboratories Inc., 1186 Grove St., Irving-2 3 WESTINGHOUSE Electric Corp., P. O. Box 868, Pitts-

burgh, Pa.
1 2 3
WILSEA Works, 371 Saint Paul St., Rechester 5, N.Y.

AIR FREIGHT AND EXPRESS SERVICES \*AMERICAN Airlines, 100 Park Avenue, New York 17,

N.Y. NORTHWEST Air Lines, 1885 University Ave., St. Paul, RAILWAY Express Agency, 219 E. 42nd St., New York, UNITED Air Lines, Inc., 36 S. Wabash, Chicago 3, III.

AIR SEPARATORS

DEXTER Folder Co., Pearl River, N.Y. LOGAN Eng. Co., 4901 W. Lewrence Ave., Chicage, III. PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicage, III.

FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y. \*LITHO Chemical & Supply Co., 46 Harriet Pl., Lynbrook,

N.Y.

MALLINCKRODT Chemical Works, 2nd & Mallinckrods
Sts., \$1, Louis 7, Mo.

MOUNT Vernon Presses, Mt. Vernon, N.Y.

PHILLIPS & Jacobs, 622 Race 51, Philadelphie 6, Pa.

ROBERTS & Porter, Inc., 555 W. Adems, Chicage, Ill.

\*SIEBOLD, J. H. & G. B., Inc., 47 Watts \$1, New

York 13, N.Y.

York 13, N.Y.
SENEFELDER Co., 32 Greene St., New York 13, N.Y.
SINCLAIR & Valentine Co., 611 W. 129th St., New
York 17, N.Y.

# ALBUMIN PLATE BAKING INFRA **RED UNIT**

FOSTORIA Pressed Steel Corp., Fasteria, Ohio

ALBUMIN SCALES, OFFSET-LITHO

★LITHO Chemical & Supply Co., 46 Harriet Pl., Lynbrook, McKINLEY Lithe Supply Co., 1623 John St., Cincinnati,

Ohio
MALLINCKRODT Chemical Works, 2nd & Mallinckrodt
Sts.. St. Louis 7, Mo.
METZGER, Alfred E., 30 Irving Place, New York 3
PHILLIPS & Jacobs, 622 Race St., Philadelpha 6, Pa.
PITMAN, Harold M., Co., 51st Ave. & 33d St., Chicage

SENEFELDER Co., Inc., 32-4 Greene St., New York 13, N.Y. \$SIEBOLD, J. H. & G. B., Inc., 150 Varick \$1., New York 13. N.Y. York 13, N.Y. SINCLAIR-Valentine Co., 611 W. 129th St., New York 27, N.Y.

ALPHABETS, DISPLAY

AMSTERDAM Continental Types & Graphic Equip., Inc., 268 4th Ave., New York 10, N.Y. CRAFTINT Mfg. Co., 1615 Collamer Ave., Cleveland 10, RULEX Type Corp., 127 W. Harrison, Chicago, III.

# ANTI-OFFSET EQUIPMENT and SUPPLIES

Sprayers Spray (Dry or Liquid) Spray, Excess, Exhaust 2 3

\*AMERICAN Type Founders Sales Corp., 200 Elmora, Ave., Elizabeth B, N. J. \*ANCHOR Chemical Corp., 829 Bergen St., Breaklyn 16

BINKS Mfg. Co., 3114 W. Carroll Ave., Chicago 12

CALIFORNIA Ink Co. Inc., 545 Sensome St., Sen Francisco, Calif.

CONSOLIDATED In't. Equip. & Supply Co., 1112 N. Homan Ave., Chicago, III.
CRAIG Corporation, 143 W. 20th St., New York 11

DE VERE Company, 2000 Clark \$1., Racine, Wis. FOUNDRY Chemical Co., 36-08 Review Ave., Lung Island City 1, N.Y.

#H & H Products, 1930 S. State St., Chicago 16, III. HILL-Hentschel Company, 3928 Clayton Ave., St. Louis 11, Mo.

#HOWARD Flint Ink Co., 2546 Clark Ave., Detroit 9, Mich.

1 2 3
MANHATTAN Posts & Glue Co., 425 Greenpoint Ave.,
Brooklyn 22, N.Y.

NATIONAL Adhesives, Div. of National Starch Products, Inc., 270 Madison Ave., New York 16, N.Y.

NO OFF SET Co., 4012 Elfin, Louisville 9, Ky.

ORTMAIN-McCain Co., 1330 W. Washington, Chicago,

★OXY-DRY Sprayer Corp., 1134 W. Montrose Ave., Chicago 13, III.

PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14, III.

1 2 3 PAISLEY Products, Inc., 1770 Canalpart Ave., Chicago

SLEIGHT Metallic Ink Co., 900 S. Clinton St., Chicago,

SPRAYOMATIC Products Co., 750 Main St., Milford,

SPRAY Sales, 2540 S. Damen Ave., Chicago 8, III.

WESTINGHOUSE Electric Corp., P. O. Box 868, Pitta-

WILBAR Sales & Engineering Co., 549 W. Washington 51., Chicage 6, III.

ZAPON Div. Atlas Powder Co., Stamford, Conn.

# **ANILIN PRINTING CONTINUOUS DESIGN ROLLERS** (see Continuous Design Rollers)

ANODES, COPPER

AMERICAN Bress Co., Waterbury 20, Conn.
BELMONT Smalting & Ref. Co., 330 Belment Ave.,
Brooklyn 7, N.Y.
EMPIRE Metal Company, 820 E. Water St., Syracuse 3,

N.Y.
FEDERATED Metals Div., American Smalting & Refining
Co., 120 Broadway, New York 13, N.Y.
HANSON-Yan Winkle-Munning, Matewan, N. J.
METALLURGICAL Products Co., 35th & Moore Sts.,
Philadelphia, Pa.
REVERE Copper & Brass Inc., 230 Park Ave., New
York 17, N.Y.

ANTI-WORKUP DEVICES

\*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 16 CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Blvd., Chicago S, III. L & W SERVICE Co., 1 Waterman Ave., East Providence 14, R.I.

APRONS

AMES Bag Company, 7009 Euclid Ave., Cleveland, Ohie HANSON-Van Winkle-Munning Co., Matawan, N. J. SCOTT, Asa D., Industries, 3447 N. Wayne Ave., Chicago 40, Ill. WILLIAMS, Brown & Earle, Inc., 904 Chestnut St., Phila-delphia 7, Pa.

ARCIAMPS

AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizaboth, N.J. ATLAS Electric Devices Co., 361 W. Superior St., Chicago 10, ill.

BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave.,

Boston, Moss.

CONSOLIDATED In't. Equip. & Supply Co., 1112 N. Homan Ave., Chicago, III.

\*\*DOUTHIT Corp., The, 480 E. Fort St., Detroit 26

GELB, Joseph Ca., 52 Arlington St., Newark 2, N. J.

\*\*HARRIS-Seybold Co., 4510 East 71st St., Cleveland,

★MACBETH Arc Lamp Co., 141 Berkley St., Philalelphia

\*\*MACBETH Arc Lump Co., 141 Barkley St., Philatelphia 30, Pa.

McKINLEY Litho Supply Co., 1623 John St., Cincinnati 14, Ohio

MILLER-Trojun Co., 1083 W. Mein St., Trey, Ohio

NAZ-Dar Co., 461 Milwawkee Ave., Chicage 10, 111.

\*\*NUARC Co., Inc., 824 S. Western Ave., Chicage 12, 111.

\*\*PEASE, The C. F. Co., 2401 W. Irving Park Rd., Chicage 18, 111.

\*\*PHILLIPS & Jacobs, 622 Race St., Philadelphia 6, Pa., PICTORIAL Machinery, Ltd., Crewley, Sussex, England POLYGRAPHIC Co. of America, The, 310 E. 45th 31., New York 17, N.Y.

\*\*ROBERTSON Phote-mechanix, Inc., 7440 Lawrence Ave., Chicage 31, 111.

\*\*RYAN, E. G., Company, 153 W. Huron St., Chicage 5, 111.

III. STRONG Electric Corp., &7 City Park Ave., Toledo 2 SULLEBARGER, E. Y., Co., 114 Liberty St., New York 6,

# ARTISTS MATERIALS

1 Acatate Sheeting
2 Calors
3 Crayons
4 Drawing Boards
5 Drawing Instruments
6 Frisket Paper
2 3 4 5 6

ARTISTS Supply Co., 7610 Decker Ave., Cleveland 3.

AVERY Paper Company, 250 Chester St., Painesville, BAKELITE Corp., 300 Medicon Ave., New York 17,

BIENFANG Paper Co., Metuchen, N. J. BINNEY & Smith Co., 41 E. 42nd St., New York 17, N.Y.

8OURGES Color Corp., 80 5th Ave., New York 11, N.Y. BRADLEY, Milton, Co., 74 Park St., Springfield, Mass.

GELANESE Pleasies Corp., 180 Medison Ave., New York 16, N.Y.

CRAFTINT Mfg. Co., The, 1615 Collamor Ave., Cleveland EASTMAN Kedak Co., 343 State St., Rochester 4, N.Y.

HERCULES Powder Co., Inc., 931 Market St., Wilming-ton, Del.

#IRWIN Mfg. Co. Inc., Garland, Pa. METZGER, Alfrad E., 30 Irving Place, New York 3 1 3 MONSANTO Chemical Co., Plastics Div., 600 Monsento Avo., Springfield 2, Mass.

HAZ-Dor Co., 461 Milwaukee Ave., Chicage 10, III.
PAASCHE Airbrush Co., Div., Clime Electric Mfg. Co.,
1905 Diversey Pkwy., Chicage 14, III.
4
ROSCO Laboratories, 29 Maore St., Brooklyn

SENEFELDER Co., The, 32 Greene St., New York 13, N.Y.

SHANNON Luminous Materials Co., 7356 Santa Monica Blvd., Hollywood 46, Calif. \*SIEBOLD, J. H. & G. B., Inc., 150 Verick St., New York 13, N.Y.

SINCLAIR & Volentine Co., 611 W. 129th St., New York 17, N.Y.

1 2 3 Artist Materials Co., 712 N. State St., Chicago 10,

THOMPSON Cabinet Co., Box 286, Ludington, Mich. WILLIAMS, Brown & Earle, 904 Chestnot St., Philadelphia, Pa. 3 4 5

# ASSEMBLING EQUIPMENT (see Collating and Gathering Equipment)



BACKERS, ROLLER

BINGHAM'S, Sam'I, Son Mfg. Co., 636 Sherman St., Chicago 5, III. CRAWLEY Book Machinery Co., 328 Keturah St., Newport, Ky. O., Mfg. Co., Box 423, Herrisburg, Po. SHERIDAN, T. W. & C. B., Co., 129 Lefayette St., New York 13, N.Y.
MYTH Mfg. Co., The, 9 Signorney St., Hartford 6. STANDARD Machinery Co., The, Mystic, Conn.

# BACKING PANS AND STANDS, ELECTROTYPERS

HOE, R., & Co., 910 E. 136th St., New York 54, N.Y. WESEL Mfg. Co., 1141 N. Washington Ave., Scran-

# **BAG-MAKING MACHINES** and SUPPLIES

AMES Buy Company, 7009 Euclid Ave., Cleveland, Ohie
AMSCO Packaging Machinery Co., 3131 48th Ave.,
Long Island City 1, N.Y.
HEINRICH, H. H., Inc., 111 Eighth Ave., New York 11, New York \*HUDSON-Sharp Machine Co., 1201 Main St., Green Bay, Wis. NAGEL-RYAN Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich. POTDEVIN Muchine Co., 226 North Street, Teterbore, N. J. SMITH & Winchester Mfg. Co., South Windhom, Conn STAUDE, E. G., Div., the Sperry Corp., 2875 Univer-sity Ave., St. Paul 4, Minn. STOKES & Smith Co., Frankford, Philadelphia 24. Pa. WEBER, H. G., Co., Inc., 725 Fremont St., Kiel, Wis.

# BALERS, WASTE PAPER

BALERS, WASTE FATER
AMERICAN Boler Co., 82 Ohio St., Bellovus, Ohio
BUSINESS Mon's Paper Press Co., Wayland, Mich.
ECONOMY Boler Co., Ann Arber, Mich.
LOGEMANN Bros. Co., 3186 W. Burleigh St., Milwaukea 10, Wis.

BANDING AND BUNDLING PRESSES

ACME Steel Company, 2840 Archer Ave., Chicage 8, 18.
ADERSON, C. F., & Co., 3225 S. Celumet Ave., Chicage 16, III.
SERRY Machine Company, 716 N. First St., St. Leuis & SUNN, 8. H., Co., 7605 S. Vincennes, Chicage 20, III.
DIDDE-Glaser, Inc., 24 W. 4th Ave., Emperia, Kans., +HAMILTON Tool Co., 822 S. 9th St., Homilton, Ohie
#HUDSON—Sharp Machine Co., 1201 Main St., Green Bay, Wis. Bey, Wis.
PAPER Converting Machinery Co., 601 Hervey St.,
Green Bey, Wis.

# BEARERS, ELECTROTYPE

\*AMERICAN Stoel Chase Ce., 3131 48th Ave., Long Island City 1, N.Y.
TAYLOR-Mode Rule Ce., 65 Flotbush Ave., Brooklyn

# BEARINGS, BALL, ROLLER, SLEEVE

TYPE
BEARINGS Industry Co., The, 311 W. 56th St., New York 19, N.Y.
BOUND Brook Oil-less Bearing Co., Lincoln Blvd., Bound Brook, N.J.
HYAIT Bearings Div. of General Meters Corp., 427 Middlesex St., Harrison, N.J.
JOHNSON Bronze Co., 475 S. Mill St., Newcastle, Pa.
LINK-BELT Co., Prudential Plaza, Chicago
MINIATURE Practision Bearings, Inc., Kingsbury St., Keene, N. H. Koone, N. H. MONOMELT Co., Inc., 1611 Polk St., N.E., Minnes is 13, Minn.

SANDY HILL Iron & Bruss Works, 27 Allen St., Hudson Falls, N.Y.

SKF INDUSTRIES, Inc., Front St. and Erie Ave., Philadelphia 32, Pa. delphia 32, Pa. delphia 32, Pa. delphia 32, Pa. TIMKKH Roller Bearing Co., The, 1835 Dueber Ave., S.W., Centro 6, Ohio TORRINGTON Co., The, Bantom Bearings Div., 3702 W. Sample Sr., South Bend 21, Ind.

# **BELLOWS, CAMERA**

CONSOLIDATED In's. Equip. & Supply Co., 1112 N. Homan Ave., Chicage, III. & DOUTHITT Corporation, 680 E. Fort St., Detroit MILLER-TROJAN Company, 1083 W. Mein St., Trey, Ohie ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, III. Chicago 31, III.
UNITED Camera Company, 1515 Belmont Ave., Chicago 13, III.

\*\*WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.
WILLIAMS, Brown & Earle, 904 Chestnut St., Philadel-

# **BELT AND TAPE LACING**

CLIPPER Belt Lacer Co., Inc., 974 Front Ave., N.W., Grand Rapids 2. Mich. FLEXIBLE Steel Lacing Co., 4607 Lexington St., Chicage RANIVILLE, F., Co., 241 Peerl St., N.W., Grand Rapids, Mich.
TON-TEX Corporation, 247 Poorl St. N.W., Grand Rapids

# BELTS, BELTING AND TAPE

BELTS, BELTING AND TAPE

1 Belt Dressing
2 Cord Rubber (Stug Cast.)
3 Fabricated
4 Leather
5 Mechanical
6 Tape, Fooder, Folder and Delivery
7 Vee
1 2 3 4 5 7

ARBEKA Webbing Company, 1151 Reosevelt Ave.,
Pawtecket, R. I.

BEALL, Jack, Vertical Service, 641 5. Dearborn St.,
Chicago 5, III.

Chicago 5, III.

3 4 5 7 BELTRACTION Co., 1813 W. Winons St., Chicage 40, III. BROWN, Arthur S., Mfg. Co., Tilton, N. H.

CORPAK Company, The, 70 Argyle Ave., New Re-chelle, N.Y. 4 5 6 DAYEY Company, 164 Laidlew Ave., Jersey City 8

DAYTON Rubber Mfg. Co., 2380 W. Riverview Ave., Dayten 1, Ohio 5 7 7
GILMER, L. H., Co., Div. United States Rubber Co., Tacony, Philadelphia 35, Po.

GOODRICH, B. F., Co., 434 S. Muin St., Akron 18

HOPE Webbing Co., Pawtucker, R. I.

S. LINK-BELT Company, Prudential Plaza, Chicago, III.

MANHATTAN Rubber Mfg. Div. of Raybestos-Manhotton, Inc., Passalc, N. J.
PECK, James I., 47 High St., West Orange, N. J.

RANIVILLE, F., Co., 241 Poorl St. N.W., Grand Rapids 2 3 4 5 6 7 RAYBESTOS-Manhetton, Inc., 61 Willett St., Passaic,

RHOADS, J. E., & Sons, 2100 W. 11th St., Philadelphia 4

1 2 3 4 5 6 7 RUSSELL Mfg. Co., East Main St., Middletown, Conn. \*\*STAR Parts, Inc., 2 South Main Street, South Hacken-

TON-TEX Corp., 247 Peorl St., N.W., Grand Rapids
1 VNITED Shoe Machinery Corp., 140 Federal St., Beston 7, Mass.

1 2 4 UNITED States Rubber Co., 1230 Sixth Avenue, New York 20, N.Y.

VICTOR Balata & Textile Belting Co., 25th St., Easten, #WESEL Mfg. Co., 1141 N. Washington Ave., Scran-

# BENDERS AND CUTTERS, STEEL RULE

(see Rule, Steel, Benders and Cutters)

# BENDING MACHINE, PLASTIC PLATES

ACME Winter Corp., 1559 Niagara St., Buffale 13, \*LAKE Erie Eng Co., P.O. Box 68, Buffale 17, N.Y. STEREOTEX Machinery Co., Box 31, Westport, Conn.

# BENDING MACHINES, PLATE

\*HOE, R., & Co., Inc., 910 E. 138th St., New York 54, N.Y. MONOMELT Co., Inc., 1611 Polk St., N.E., Minnespelis 13, Minn. OSTRANDER-Seymour Co., 1710 N. 25th St., Melrese Park, III. S. & W. Machine Co., 414 E. Pearl St., Cincinnati 2.

# BEVELING MACHINES, PLATE

CONSOLIDATED In'1. Equip. & Supply Co., 1112 N. Homan Ave., Chicago, III.
BRIDGEPORT Engravers Supply Co., 451 Atlantic Ave., Boston, Mass. EMBOSSOGRAPH Corp., 38 W. 21st St., New York 16, N.Y. \*GOSS Printing Press Co., 1535 S. Paulina St., Chi-#GOSS Printing Press Ca., 1535 S. Paulina St., Chi suga B, IIII. #HOE, R., & Co., Inc., 910 E. 138th St., New York LLOYD, John, Co., 87 Walker St., New York 13, New #MORRISON Co., 125 W. Malvina, Milwaukee 12, Wis PHILLIPS & Jacobs, 622 Race St., Philedelphia, Pa. ROYLE, John, & Sens, 10 Essex St., Peterson 3, N. J. #WESEL Mfg. Co., 1141 N. Washington Ave., Scran ton, Pa.
WILLIAMSON & Co., Inc., Passait Ave., Caldwell, N. J.

# **BILLING MACHINES AND SUPPLIES**

INTERNATIONAL Business Machines Cerp., 590 Madison Ave., New York 22, N.Y.
REMINGTON Rand, Div. of Sperry Rand Cerp., 315
Fourth Ave., New York 10, N.Y.
UNDERWOOD Cerporation, 1 Park Ave., New York

# BINDERS FOR NEWSPAPERS

ELBE File & Binder Co., 649 Alden St., Fell River, Mass. REMINGTON-Rand, Div. of Sperry-Rand Corp., 315 Fourth Ave., New York, N.Y. ROUSE, H. B., & Co., 2214 N. Weyne Avs., Chicage

# BINDING MECHANICAL MACHINERY

BURKHARDT Company, 545 W. Larned St., Detroit 26, Mich.
CONSOLIDATED In't. Equip. & Supply Co., 1112 N.
Homon Ave., Chicago, Ill.
FIEX.O-COIL Products Co., 235 W. 27th St., Los Angeles, Calif.
GENERAL Binding Corporation, 812 W. Belmont Ave.,
Chicago 14, Ill.

\*LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York
1 N Y. XLAWSON, E. P., Co., Inc., 420 W. J37d 31., New York 1, N.Y.

4 NYGREN-Dahly Co., 1422 W. Altgeld St., Chicago, Ill.

PLASTIC Binding Corp., 732 Shermon St., Chicago 5

SLOVES Mechanical Binding Corp., 601 W. 28th St.,

New York, N.Y.

SPIRAL Binding Company, 406 W. 31st St., New York

1, N.Y. 1, N.Y.
SWING-O-RING Inc., 314 Doon St., Brooklyn, N.Y.
\*WESEL Mfg. Co., 1141 N. Washington Ave., Scron-

# BLACKLEADING MACHINES, **ELECTROTYPERS**

\*HOE, R., & Co., Inc., 910 E. 138th St., New York

# BLADES

Bookbinders Shears and Blades Doctor, Gravure Film and Purit Trimmers and Blades Folder Fountain Perferator

1 2 3 4 5 6
\*\*ACCURATE Steel Rule Die Mfg. Co., 22 W. 21st St.,
New York 10, N.Y.

1 2 3 4 5 6 AMERICAN Febricators, 22 W. 21st St., New York 10, N.Y. BAR-Plate Mfg. Co., Beston Post Rd., Orange, Conn. BORG-Warner Corp., Atkins Saw Division, 402 S. Illi-nois St., Indianapolis 9, Ind.

BRADLEY, Milton Co., 74 Park St., Springfield, Mass.

CHAPMAN Knives and Saws, Inc., 504 5. Broadway, St. Louis 2, Mo.

CHICAGO Box Mechine Works, 1810 W. Grand Ave., Chicago 22, III. COES Knife Co., 72 Coes St., Worcester 3, Mess.

1 2 4 5 6. Anire Co., 1 4 5 6. Porter Co., 1 nc., Unruh & Milnor Sts., Philadelphia 35, Pa.

DURBROW & Hearne, 12 Wooster St., New York 13 FREMONT Tools & Die Co., 432 N. Wood St., Fremont,

HELMOLD, Jr. F., & Bro., Inc., 1462 Shokespeare Ave., Chicago 14, III.

HICKOK, W. O., Mfg. Co., Harrisburg, Pa. HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass.

1 3

#HOE, R., & Co., Inc., 910 E. 138th St., New York
2 4

INTERSTATE Die Cutting Co., 22 W. 21st, New York 10, LLOYD, John, Co., 87 Walker St., New York 13, N.Y. MOTTER'S, George F., Sons, 132 S. Pershing Ave., York,

OHIO Knife Co., B. & O. RR. & Dreman Ave., Cincinnati,

2 5
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.,
Chicago 31, III.

ROBINSON, John T., Co., 1476 River St., Boston 36 SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark,

SHAWVER Co., The, 21 W. Pleasant St., Springfield,

SIMMONDS, Worden, White Co., 617 Negley Pl., Day-

1 2 4 5 SIMONDS, Sew & Steel Co., 470 Main St., Fitchburg

1 2 4 5 6 SMYTH Mfg. Co., The, 9 Sigourney St., Hartford 6

SOUTHWORTH Machine Co., 30 Warren Ave., Portland,

STANDARD Process Corp., 2704 W. Roscoe St., Chicago

WAPAKONETA Machine Co., The, Wapakoneta, Ohio UNITED States Rubber Co., 1230 Sixth Ave., New York 20, N.Y.

# **BLANKETS, PRESS**

1 Gravure 2 Letterpress 3 Offset-Lithe

1 2 3 BEST, Edward H., & Co., P. O. Box 1752, Boston BROWN Ceating Equipment Co., Wellston, Ohio

BROWN Costing Equipment Co., 13
1 3
CALIFORNIA Ink Co., The, 545 Sanseme St., San Francisce 11, Cel. 2
3
CARMICHAEL Blanket Co., 11510 Oxford Rd. N.E., At-

CHEMCO Photoproducts Co., Charles St., Glon Cove, N.Y. CORKPAK Co., The, 70 Argyle Ave., New Rochelle, N.Y.

1 2 3 CRONITE Co., The, 88th St. & Hudson Blvd., North Bergen, N. J.

DAVIDSON Corp., Subs. of Margenthaler Linetype Co., 29 Ryerson St., Brooklyn 5, N.Y.

\*DAYTON Rubber Co., 231/2 W. Riverside Ave., Dayton

\*DOUTHITT Corporation, The, 680 E. Fort St., Detroit FOTOPLATE Co., 32 Oxford St., Newark 5, N. J.

FUCHS & Lung Mfg., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.

GAETJENS, Berger & Wirth, Inc., 35 York St., Brook-lyn, N.Y.

GOODRICH, B. F., Rubber Co., 500 S. Main St., Akron 18, Ohio 2 3

1 2 3 GOODYEAR Tire & Rubber Co., 1144 E. Merket St., Akron 16, Ohio 2, 3

Akren 16, Ohio 2 3

\*\*GOSS Printing Press Co., The, 1535 S. Paulina St., Chicago 8, III.

\*\*HILL Rubber Company, 2728 Eisten Ave., Chicago, III.

\*HOE, R., & Co., Inc., 910 E. 138th St., New York

2 3 HOUSE, Chas. W., & Sons, Inc., 505 Fifth Ave., New York 17, N.Y.

2 3 ★INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 19, N.Y.

44th St., New York 19, N.Y.

McKINLEY Litho Supply Co., 1623 John St., Cincinnati

3 NILES & Nelson, Inc., 75 West St., New York 6, N.Y. POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y. \*RAPID Roller Co., 2558 S. Federal St., Chicago 16 ROBERTS & Porter, Inc., 555 W. Adems St., Chicago 6,

RYAN, E. G., Company, 153 W. Huron St., Chicago 5,

SCOTT, Waiter, & Co., Inc., 525 South Ave., Plainfield,

SENEFELDER Company, The, 32 Greene St., New York 13, N.Y. \*SIEBOLD, J. H. & G. B., Inc., 150 Varick 51., New York 13, N.Y.

SINCLAIR and Valentine Co., 611 W. 129th St., New York 27 N.Y.

TILESTON & Hollingsworth Co., 213 Congress St., Bos-

TINGUE, Brown & Co., 1765 Carter Ave., New York

UNITED States Rubber Co., 1230 Sixth Ave., New York 20, N.Y.

VULCAN Rubber Products, Inc., 1st Ave. & 58th St., Brooklyn 20, N.Y

# **BLANKETS, ROLLER EMBOSSING** MACHINE

EMBOSSOGRAPH Corp., 36 W. 21st St., New York 10, HOUSE, Chas. W., & Sons, Inc., 505 Fifth Ave., New York 17, N.Y.

# BLANKETS, ROLLER VARNISHING MACHINE

CORKPAK Company, 70 Argyle Ave., New Rochelle, N.Y.
JOMAC, Inc., 6128 N. Woodsteck 38, Pa.
\*\*\*RAPID Roller Co., 2558 S. Federal St., Chicago 16, III.

# **BLANKETS, STEREOTYPE MOLDING**

1 Cork
2 Fabric
3 Fibre
4 Rubber
5 Rubber Creeper
1 2 3 4 5
8EST, Edward H., & Co., P. O. Box 1752, Boston 10, CORKPAK Co., Inc., 70 Argyle Ave., New Rechelle,

N.Y.
1 2 3 4 5
GOODYEAR Tire & Rubber Co., 1144 E. Market St.,
Akron 16, Ohio

\*HOE, R., & Co., Inc., 910 E. 138th St., New York

HOUSE, Chas. W., & Sons, Inc., 505 5th Ave., New York 17, N.Y. RUSSEL Products Co., 910 Lafayotto Bidg., Philadolphia

STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago 8, 111.

TINGUE, Brown & Co., 1765 Carter Ave., New York

1 2 3 4 5 TON-TEX Corp., 247 Pourl St., N.W., Grand Rapids, 2 4 5 UNITED States Rubber Co., Inc., 1230 Sixth Ave., New

BLANKET WASH, OFFSET-LITHO \*ANCHOR Chemical Co., 829 Bergen St., Brooklyn 16 D.B.A. Products Co., Inc., 749 Deerfield Road, Deerfield, III.

BRADEN Sutphin Ink Co., 3800 Chester Ave., Cleveland

Radel, III.

BRADEN Suphin Ink Co., 3800 Chester Ave., Cleveland
14, Ohio

BRATNELL Co., 2227 Walnut, St. Louis 3, Mo.

DAVIDSON Carp., Subs. of Mergenthaler Linetype Co.,
29 Ryerson St., Brooklyn S, N.Y.

DRISCOLL, Martin, & Co., 610 Federal St., Chicago
FEDERAL Mining & Mig. Co., 222 Kearney Ave., Jarsey
City 4, N.Y.

OREAT Western Printing Ink Co., 409 W. Sixth St.,
Parliand 9, Ore.

LINDEN Chemical Products, 523-G 15th St., Des
Moines 14, lowe

£(17HO Chemical & Supply Co., 46 Harriet Place, Lynbrook, N.Y.

PECK, James I. (Reg.), 47 High St., West Orenge, N. J.
PHILLIPS & Jacobs, 622 Race St., Philadelphie, Po.
POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.

#RAPID Beller Compony, 2538 S. Pederal St., Chicago
SENEFELDER Co., The, 32 Greene St., New York 13, N.Y.

#SIEBOLD, J. H. & O. B., Inc., 130 Varick St., New
York 13, N.Y.

SINCLAIR & Valentine Co., 611 W. 129th St., New
York 13, N.Y.

BLOWERS, CLEANING, PORTABLE

ACE Co., The, P. O. Box 1212, Ocale, Florida

AMERICAN Blower Corp., 8111 Tiremon St., Detroit

BREUER Electric Mfg. Co., 5100 N. Revenswood Ave.,

Chicago 40, Ill.

CLEMENTS Mfg. Co., 6650 S. Nurragansett Ave., Chicago 38, Ill.

IDEAL Industries, Inc., 6001 Park Ave., Sycamore, Ill.

PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co.,

1905 Diversey Parkway, Chicago 14, Ill.

WESTINGHOUSE Electric Corp., P. O. Box 868, Pitts
burgh, Pa.

# BLUEPRINT POWDER

\*LITHO Chemical & Supply Co., 46 Harrist Place, Lynbrook, L.I., N.Y.
METZGER, Alfred E., 30 Irving Place, New York 3

# **BOARD, CARD, BEVELERS**

ALTAIR Machinery Corp., 55 Vandam St., New York 13, N.Y. DURRBROW & Hearne, 12 Wooster St., New York 13, N.Y. EMBOSSOGRAPH Corp., 38 W. 21st St., New York 10,

# BOARD CUTTERS, ROTARY

ROBINSON, John T., Co., 1476 River St., Beston 36 CHICAGO Box Machine Works, 1810 W. Grand Ave., Chicago 22, III. CRAWLEY Book Machinery Co., 328 Keturah St., Newport, KY, Inc., 203 N. Walbash, Chicage, III.
SMITH & Winchester Mfg. Co., South Windham, Co.
SOUTH Wabash Engineering Co., 203 N. Webe
Chicage, III.
SWIFT, Geo. W., Jr., Inc., Berdontown, N. J.

# **BOILERS, STEREOTYPERS'**

★HOE, R., & Co., Inc., 910 E. 138th St., New York

# **BOOK COVERING MACHINES**

BOUR COVERING MACHINES

AMSTERDAM Continented Types & Graphic Equip. Inc.,
268 4th Ave., New York 10, N.Y.

CONSOLIDATED Int'l Equip. & Supply Co., 1112 N.
Homan Ave., Chicago, III.

\*\*DEXTER Folder Co., Pearl River, N.Y.

PAASCHE Airbrush Co., Div., Cline Electric Mfg. Co.,
1905 Diversey Parkway, Chicago 14, III.

SHERIDAN, T. W. & C. B., Co., 129 Lafayette \$1,
New York 13, N.Y.

SMYTH Mfg. Co., 9 Sigourney 51. Hartford 6. Conn
STANDARD Paper Box Machine Co., 476 Broome \$1,
New York 13, N.Y.

# **BOOK SMASHER, COMPRESSOR** BERRY Machine Co., 716 N. First St., St. Louis 2 STANDARD Machinery Co., Mystic, Conn.

**BOOK TRIMMING GUIDES** 

# \*CHALLENGE Machinery Co., Grand Haven, Mich.

# BOOKBINDERS MACHINERY

ACME Steple Co., 1643 Hoddon Ave., Camden, N. J. AITAIR Machinery Corp., 35 Vendam \$1., New York AMSTERDAM Continental Types & Graphic Equip. Inc., 268 4th Ave., New York 10, N.Y. ANDERSON, C. F., & Co., 3223 S. Calumet Ave., Chl-cope 16, 111. cago 16, 111.
SCHILLER, Mechanic St., Westerty, Rhode Island
SCHALLENGE Machinery Co., Grand Haven, Mich.
CONSOLIDATED Int'l Equip. & Supply Co., 1112 N. CONSOLIDATED Int'l Equip. & Supply Co., 1112 N. Homan Ave., Chicago.
CRAWLEY Book Machinery Co., Inc., 328 Ketureh St., Newport, Ky.
\*\*DEXTER Folder Co., Pearl River, New York
DOLLAHITE, K. J., Company, 196 W. 15th St., Fort Worth,

Toxas FULLER, E. C., Co., Inc., 28 Reade St., New York 7 GANE Bros. & Lane, Inc., 1355 W. Lake St., Chicago

GENERAL Binding Corp., 812 W. Belmont Ave., Chicago 14, III. #HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5,

HICKOK, W. O., Mfg. Co., Sox 423 Harrisburg, Pe. HOLLINGSWORTH, Wm., Machine Co., 227 N. Helliday St., Bellimore, Md. 51., Beltimere, Md. JONES, James H., Co., 808 W. Washington St., Chicago 6 ★LAWSON, E.P., Co., Inc., 426 23rd St., New York 1, N.Y. ★McADAMS, John, & Sons, 20 Knight St., Norwalk, MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chicago 26, III. MULLER, Chas. A., Co., 153 Lafayette St., New York 13, N.Y. 13, N.Y.

ANYOREN-Duhly Co., 1422 W. Altyeld St., Chizope
OLSEN-Mark Corp., 124 White St., New York 13, N.Y.
PERRESS Roll Loof Co., Inc., 4511 New York Ave., Union City, N. J.
PLEGER, John J., Co., 613 W. 16th St., Chicago 16, III.
ROBINSON, John T., Co., 1476 River St., Boston 36, Mass. \*ROSBACK, F. P., Co., Benten Herber, Mich. SCHEINKER, Ilya, Mech. Eng., 35 Great Jones St., New Vork, N.Y.
SHERIDAN, T. W. & C. B., Co., Inc., 135 Lafayette St.,
New York 13, N.Y.
SLADE, Hipp & Meloy, Inc., 119 W. Lake St., Chicago
1, III. SMYTH Manufacturing Co., 9 Sigourney St., Hartford, Comm.
STANDARD Machinery Co., 12 Water St., Mystic, Conn.
STOLP-GORE Company, Inc., 123 S. Jefferson St., Chi-

cage 6, III.

TURNER Printing Machinery, Inc., 2630 Payne Ave.,
Cleveland 14, Ohio

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2 Cleth
3 Leather and Imitations
3a Staples
4 Tape
5 Thread and Twine
1 2 3 3a 4 5
ACME Staple Co., 1643 Hadden Ave., Camden, N. J. #AIGNER, G. J., Co., 426 S. Clinton St., Chicago 7, III. BOSTITCH, Inc., Mechanic St., Westerly, Rhode Island ±BROWN-Bridge Mills, Inc., East Water St., Trey, Ohio

CATTY-FRANZ Euler, H. D., Corp., 161 Sixth Ave., New York 13, N.Y.

COATED Textile Mills, Inc., Columbus & York Aves.,

Pawtucket, R. I.

CORKPAK Co., The, 70 Argyle Ave., New Rochelle,
N.Y.

3

Co., Fabricold Div., New-N.Y. 3 du Pont, E. I. de Nemours & Co., Fabricoid Div., New-burgh, N.Y.

GANE Brothers & Lune, Inc., 1355 W. Lake St., Chicago

1 2 3 GOODRICH, B. F., Co., 500 S. Main St., Akron 18, Ohio GRIFFIN, Campbell, Hayes, Walsh, 48 E. 21st St., New York 10, N.Y.

1 2 3 4 5 GUMMED Tape & Devices Co., 1069-71 Regers Ave., Brocklyn 26, N.Y.

HOLLISTON Mills, Inc., Norwood, Mass.

HOPE Webbing Co., Pawtucket, R. I.

INTERLAKEN Mills, Fiskvillo, R. I.

LATEX Fiber Industries, Boaver Falls, N.Y.

McLAUGHLIN, Wm. J., & Co., 604 S. Washington Sq., Philadelphia 6, Pa.

McLAURIN-Angior Co., Needham Heights 94, Mass.

MARSHALL, Son & Wheelock, Inc., 82 Lincoln St., Boston, Mass.

MEYER, John C., Thread Co., 1449 Middle Lowell, Mass. 5 MIDLAND Sales & Mfg. Co., Oalwein, Iowa John C., Thread Co., 1449 Middlesex St.,

MID-STATES Gummod Paper Co., 6850 S. Harlem Ave., Bedford Parks, III.

NASHUA Corp., Nashua, N.H.

RELIABLE Textile Company, 216 W. Adams St., Chicago 6, III.

SEAL-O-MATIC Dispenser Corp., 169 Murray St., Newark,

SLADE, Hipp & Meloy, Inc., 119 W. Leke St., Chicago SPRINGFIELD Coated Paper Corp., P. O. Box 229 Cam-

ZAPON-Keratal, Div. Atlas Pawder Company, Stam-

# **BOOKBINDERY SERVICES**

1 Binding, Mechani 2 Covers, All Kinds

Edition

Euron

S Indexing

Mounting; Finishing

Perforating

Punching, Drilling

1 2 3 4 5 6 7 8
\*\*AIGNER, O. J., Co.. 426 S. Clinton St., Chicago
\*\*AMERICAN Beauty Cover Co., 2002 No. Field, Dallos 2,

ARVEY Corporation, 3642 N. Kimball Ave., Chicago

18, III.

6 AVERY Paper Co., 250 Chester St., Painesville, Ohie

8ROCK & Rankin, 619 S. LaSalle St., Chicage 5, III.

1 2 3 4 5 12 4 5 5 18 Else File & Binder Co., 649 Alden St., Detroit 26

ENGDAHL Bindery, Inc., 2200 S. Mayweed Drive, May-

FEIEREISEN, H. L., 1410 18th St. S.E., Codar Rapids, Iowa FREEDMAN Die Cutters, Inc., 285 Lafayette St., New York 12, N.Y.

GENERAL Binding Corporation, 812 W. Belmont Ave., Chicago 14, III. GOAT, Fred, Co., Inc., 314 Dean St., Broeklyn, N.Y.

\*KLEEN-Stik Products, Inc., 7300 W. Wilson Ave., Chi-

#KLEEN-Siik Products, Inc., 7300 W. Wilson Ave., oncogo, III.
SLOVES Mechanical Binding Co., 601 W. 26th St., New York 13, N.Y. 6 78 B.
PIRAL Binding Co., 406 W. 31st St., New York 1, N.Y.
STANDARD Mechanical Bindings Co., 1100 W. 3rd Ave., Columbus, Ohio
1 2 3 5 88
#\$TANDARD Tog Co., 116 Duane St., New York 7, N.Y.

SWING-O-RING, Inc., 314 Dean St., Brooklyn 17 WILDER Index Co., 328 S. Jefferson St., Chicago 6

**BORING, PLATE, MACHINES** (see Plate Shaving and Trimming Machines)

# **BOX AND CARTON MAKING MA-**CHINERY, SET-UP AND FOLDING

INERT, SEI-UP AND POLDING
Box Doming Machines
Box Collapsing Machines
Box Making (Sal-Up) Machines
Carton Farming, Lining, Filling, Folding, Closing, and Sealing Machines
Case Printing Machines
Case Sealing, Glue, Machines
Case Sealing, Glue, Machines
Case Sealing, Gummed Tape Machines
2 3 4 5 5 6 7

7 Case Scaling, Gummed Tape Machines
1 2 3 4 5 6 7
BETTER Packages, Inc., 258 Canal, Shelton, Conn.

BOSTITCH, Westerly, R. I.

CHICAGO Box Machine Works, 1810 W. Grand Ave., Chicago 22, III.

COMMERCIAL Poste Co., Columbus 8, Ohio

\*FORCE, William A., 216 Nichols Ave., Brooklyn 8, N.Y. FERGUSON Co., J. L., P.O. Bex 1226, Jeliet, III.

FULLER, H. B. & Company, 181 W. Kellogg, St. Paul, GLOBE Mfg. Co., 2009 Kinsey St., Philadelphia 24

GUMMED Tape & Devices Co., 1069-71 Regers Ave., Brooklyn 26, N.Y. 7 HELLER Corp., 2135 Superior Ave., Cleveland 14

HIOH Production Machine Co., 533 N. 11th St., Philadelphia 23, Pa.

HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass.

HOOPER, F. X., Co., Inc., Glon Arm, Md. INMAN Manufacturing Co., Amsterdam, N.Y.

INTERNATIONAL Paper Box Machine Co., The, 315 Main

INTERSTATE Folding Box Co., Middletown, Ohio

KIEFER, Karl, Machine Co., The, 919 Martin St., Cincinnati 2, Ohio 6
KNOWLTON, M. D., Co., 57 Clarissa St., Rochester 4,

LANGSTON, Samuel M., Co., Camden, N. J.

MOORE, Kenneth J. & Co., 1778 W. Estes Avenue, Chicage 26, Illinois 6 NATIONAL Metal Edge Box Co., 334 N. 12th St.,

NEW JERSEY Machine Corp., 1800 Willow Ave., Hoboken, N. J.

PACKAGE Machinery Co., Springfield, Mass.

PACKER Mfg. Co., Inc., Green Bay, Wis.
PAPER Converting Machine Co., 601 Harvey St., Green
Bay, Wis.

PARRY, Samuel R., Machine Co., 224 Mill St., Rochester 4, N.Y.

POTDEVIN Mochine Co., 226 North Street, Teterbore, REDINGTON Company, F. B., 3000 St. Charles Rd., Bell-

ROBINSON, John T., Co., 1476 River St., Hyde Park,

ROSS, A. H., Company, Box 998, Dayton 1, Ohio SEAL-O-Matic Dispenser Carp., 169 Murray St., Newark,

SHERIDAN, T. W. & C. B., Co., 153 Lafayette St., New York 13, N.Y. SPECIALTY Automatic Machine Co., 88 Gerrish Ave., Chelsee 50, Mass. STANDARD Machinery Co., The, Mystic, Conn.

STANDARD Paper Box Machinery Co., 476 Broome St., New York 13, N.Y.

STAUDE, E. G., Div., the Sperry Corp., 2675 University Ave., St. Paul 4, Minn.

STOKES & Smith Co., Frankford, Philadelphia 24, Pa.

WILSEA Works, 371 St. Paul Ave., Rochester 5, N.Y.

YOUNG Engineering Co., 2429 N. Sheffield, Chicago 14, III.

# BOXES, CARDBOARD, FOR STA-TIONERY AND PRINTED FORMS

BARGER Box & Printing Corp., W. Beardsley Ave., Elkhart, Ind. NATIONAL Metal Edge Box Co., 334 N. 12th St., Philadelphia, Pa.

\*AMERICAN Type Founders, 200 Elmora Ave., Elize-beth B, N. J. \*CLINE Electric Mfg. Co., 3405 W. 47th, Chicago JUDSON Type, Inc., 151 W. 23rd St., New York 11, N.Y. MARGACH Mfg. Co., 82 Beekman St., New York 7 MISSOURI-Central Type Foundry, P.O. Box 2066, Wichita, Kansas NORTHWEST Type Foundry, 6504 Walker St., Minneapolis, Minn. RICHARDS, J. A., Co., 903-7 N. Pitcher, Kalamazoo, STEPHENS, Sam'l, & Wickersham Quoin Co., 174 High St., Boston 10, Mass.

# **BRASS & COPPER SPACES** (see Thin Spaces)

BRAYERS

BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St., Chicago, III. HART, Wm. C. Co., Inc., 137 Greene Street, New York 12, N.Y. ★IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago 8, III.
MELIND, Louis, Company, 362 W. Chicago Ave., Chicago 10, III.
NATIONAL Reller Company, 307 Pearl 5t., New York 38, N.Y. NOLAN Corporation, 1333 E. Dominick St., Rome, N.Y. NORTHWEST Type Foundry, 6504 Walker St., Minneapolis, Minn.
PAYYER Printing Machine Works, 600 S. Broadway,
St. Louis 2, Mo.
#VANDERCOOK & Sons., 3601 W. Touhy Ave., Chicago 45, III.

# **BROACHING MACHINES AND**

RULES, TABULAR SYSTEMS

\*UNIVERSAL Mono-Tabular Corp., 706 Olive St., Dallas
1, Tex.

# **BRONZE POWDER** (see Foil and Leaf)

**BRONZING MACHINES** 

AMERICAN Bronzing Machine Works Inc., 145 Nessau St., New York 38, N.Y. ATLANTIC Powdered Metals, Inc., 38 Park Row, New ATLANTIC Powdered Metals, Inc., 38 Park Row, New York 7, N.Y.

DEXTER Folder Company, Pearl River. N.Y.

HENSCHEL, C. B., Mfg. Co., 229 W. Mineral St., Milwaukee 4, Wis.

MEISEL Press Mfg. Co., Inc., 944 Dorchester Ave.,

Boston 25, Mass.

MILLER Printing and Machinery Co., 1117 Reedsdale
St., Pittsburgh 33, Pa.

ZARKIN Machine Co., 34-19 Tenth St., Long Island
City, N.Y.

# BRUSHES, BASE CLEANING

HANSON-Van Winkle-Munning, Matawan, N. J. \*\*PRINTING Machinery Co., 435 Commercial Square, Clincinnati 2, Ohio \*\*WESEL Mfg. Co., 1141 N. Washington Ave., Scran-

# **BUNDLING DEVICES FOR** NEWSPAPERS

TIE Company, 14 Depot St., Unadilla, N.Y.

# **BURNING-IN STOVES (OVENS), PHOTOENGRAVERS**

AMSTERDAM Continental Types & Graphic Equip. Inc., 268 4th Ave., New York 10, N.Y. BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Easten Mass. BRIDGEPORT Engravers Supply Co., 2007.
Boston, Mass.
CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.
CONSOLIDATED Photo Engravers Equipment Co., 1112
N. Homan Ave., Chicago, III.
\*\*DOUTHITT Corporation, The, 680 E. Fort St., Datrait \*\*DOUTHITT Corporation, The, 680 E. Fort St., Datreit 26, Mich.

FOSTORIA Pressed Steel Corp., Fostoria, Ohio HERBERT Products Inc., 74-32 Jameice Ave., Woodhaven 2, N.Y.

JONES Graphic Products Co., 118 N. Third St., Albuquerque, N. M.

MASTER Etching Machine Co., Inc., 127 Greenwood Ave., Wyncote, Pe.

PHILLIPS & Jacobs, 622 Race St., Philadelphia, Pe.

ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Ill.

TEANECK Chemical Co., Caristaet, N. J.

+WESEL Mic. Co., 1141 N. Washington Ave., Screen ANECK Chemical Co., Carlstadt, N. J. WESEL Mfg. Co., 1141 N. Washington Ave., Scranton. Pa.

# **BURNERS, GAS, ELECTROTYPERS'** AND STEREOTYPERS' FURNACES

CONSOLIDATED Photo Engravers Equipment Co., 1112 N. Homan Ave., Chicago, III. #GOSS Printing Press Co., 5601 W. 31st St., Chicago #HOE, R., & Co., 910 E. 138th St., New York S4, N.Y. JOHNSON Gas Appliance Co., 520 "E" Ave., Cedar Rapids, Iowa REMP, C. M., Mfg. Co., 405 E. Oliver St., Baltimore

# **BURNISHERS, BOOKBINDERS' AND** PHOTOENGRAVERS' (see Tools)



# CABINETS, CASES, RACKS

CABINETS, CASES, RACKS

1 Cabinets, Galley
2 Cabinets, Matrix (Type)
2a Cabinets, Offset Filling
3 Cabinets, Offset Filling
3 Cabinets, Operators
4 Cabinets, Operators
5 Cabinets, Pressroom, Ink
6 Cabinets, Storage
7 Cabinets, Storage
9 Cabinets, Storage
10 Chairs, Seats, Stools
11 Desks
11a Dispatch Cabinets
12 Racks, Chase
13 Racks, Drying
14 Racks, Magazine, Type
15 Racks, Press Roller
1 2 3 4 5 6 7 8 9 10 11
2 13 14 15
ACME Type Foundry, 633 Plymouth Court, Chicage 5
1 ALLIED Steel Equipment Co., Lapeer, Mich. ALLIED Steel Equipment Co., Lapser, Mich.

\*\*AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.

1 20 4 5 6 9 10 11a

12 13 14 15 1 2 2e 4 5 6 9 10 11a 12 13 14 15 AMSTERDAM Cont'l. Types & Graphic Eqp., 268 4th Ave., New York 10, N.Y. ANDERSON, C. F., & Co., 3225 Columnt Ave., Chicago 10, III.

ANGLE Steel Steel Co., 127 Oak St., Plainwell, Mich.

1 2 5 8 10

AURORA Equipment Co., Cleveland at Prairie St., Aurora, III. BERGER Mfg. Co., Div. Republic Steel Corp., Canton 5, Ohio 6 8 111 (CHALLENGE Machinery Co., Grand Haven, Mish. 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 HAMMOND Machinery Builders, 1616 Deuglas Ave., Kalamazoo 54, Mich. Ohio HOBART Cabinet Co., Troy, JUDSON Type, Inc., 151 W. 23rd St., New York 11,

N.Y. \*LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, Ill. 2 LUDWIG-Duell Co., 36 Backman St., New York 7

LYON Metal Products, Inc., 1168 Madison, Aurora, III.

2a 3 5 6 8 10 11

\*MAYVILLE Metal Products Co., Mayville, Wis.

1 11a

13 MENDEZ Co., 30 Bookman St., New York, N.Y. MILLER-Trojon Co., 1883 W. Main St., Troy, Ohio

2a MONO-Typecaster Service, 5722 N. Meade Ave., Chi-cage 30, III. cage 30, III.

MONOMELT Company, 1611 Polk St. N.E., Minneapolis

★MONTGOMERY Co. Inc., P.O. 309, Towarda, Pa. MORGANS & Wilcox Mfg. Co., 69 Hanford St., Middle-town, N.Y.

ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicage 14, III. RULEX Type Corp., 127 W. Harrison, Chicage, Hi.

STA-HI Corporation, 1235 W. Washington Blvd., Whit-tier, Calif.

STANDARD Pressed Steel Co., Box 740, Jenkintown, Pa. TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn THOMPSON Cabinet Company, Box 286, Ludington,

Mich.
1 2 3 4 5 6 7 8 9 11
12 13 14 15
THOMPSON Type Founders, 1414 5. Harwood, Dallas 1, Texas

CALENDAR PADS

CALENDAK PADS
COLUMBIAN Art Works, 1036 W. Juneau Ave., Milwaukee 3, Wis.
FLEMING Calendar Co., 6510 Cottage Grove Ave.,
Chicago 37, Ill.
GLOBE Art Calendar Co., 3909 Martin \$1., Detroit 10
GOES Lithegraphing Co., 42 W. 61st \$1., Chicago, Ill.
HOOVER, Joseph, & Sons, Market & 49th \$1., Philiadelphia, Po.

delphia, Pc. KETERLINUS Litho. Mfg. Co., Primos, Pa. SULLIVAN Printing Works, 1055 Gilbert Ave., Cincin-nati, Ohio WIEBUSH Calendor Importing Co., 80 Franklin St., New York 13, N.Y.

# CALENDAR PUNCHING AND STRINGING MACHINES

★GRAEBER Stringing & Wiring Machine Ca., Div. New Era Mfg. Co., Box 2820, Paterson 28, N.J. \*NEW Era Mfg. Co., Inc., 375 11th Ave., Paterson 4,

# CALENDAR SLIDES MACHINES (see Tin Edging and Mounting Machines)

CAMERAS

\*AMERICAN Type Founders, 200 Elmara Ava., Elizabeth B, N. J.
AMSTERDAM Cont'l. Types & Graphic Eqp., 268 4th Ave., New York 10, N.Y.
\*ANSCO, 42 Charles St., Binghamton, N.Y.
\*ANSCO, 42 Charles St., Binghamton, N.Y.
BEATTIE Process Camera Corp., P. O. Box 70, Challen ham, N. J. BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave.,

BRIDGEPORT Engravers Supply Co., 287 Attantic Ave., Boston, Mass.

BURKE & James, 321 S. Wabash Ave., Chicage 6, III.

CHEMCO Photoproducts Co., Charles St., Glen Cove, N.Y.

CONSOLIDATED Photo Engravers Equip. Co., 2155 W.

Wabansia, Chicage, III.

POUTHIT Corp., The, 680 E. Fort St., Detroit 26

GELS, Joseph, Co., 52 Arlington St., Newark 2, N. J.

GRAPHIC Arts Canter, Inc., 207 W. Park Ave., State

College, Pa.

\*\*\*\*\*HARRIS-Soyhold Co., 4510 East 71st Street, Cleveland 5, Ohio

5, Ohio
HUESNER Laboratories, 192 N. Mamaroneck, Mamaro-neck, N.Y.
KENNO Graphics, Inc., 25 Commerce \$1., Chatham, KENNO Graphics, Inc., 23 Commerce St., Chatham, New Jersey

\*LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.

LEVY, Max, & Co., Wayne Ave., & Berkley St., Philadelphia 44, Pa.

LONG Eng. Research Corp., 1000 Wheatsheaf Rd., Linden, N. J.

MILLER-Trojan Co., 1083 W. Main St., Trey, Ohie

PHILLIPS & Jacobs, 622 Race St., Philadelphia

PICTORIAL Machinery Ltd., Crawley, Sussex, England ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.

Chicage 31, III.

RUTHERFORD Machinery Co., Div. Sun Chemical Corp.,
10th 59. and 44th Ave., Long Island City 1

RYAN, E. G., Company, 153 W. Huron 51., Chicage 5, SULLEBARGER, E. T., Co., 114 Liberty St., New York 6,

N.Y
TEANECK Chemical Co., Carlstadt, N. J.
UNITED Camera Co., 1515 Bolmant, Chicage 13
\*\*WESEL Mfg. Co., 1141 N. Washington Ava., Scranton, Pa. WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia, Pa.
ZARKIN Machine Co., 34-19 Tenth St., Long Island
City, N.Y.

# CAMERA FLASHING LAMPS

AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N.J. AMSTERDAM Cont'l. Types & Graphic Eqp., 268 4th Ave., New York 10, N.Y. CHEMCO Photoproducts Co., Charles Street, Glen Cove, New York 10, N.Y. New York
CONSOLIDATED Photo Engravors Equipment Co., 1112
N. Homan Ave., Chicago, III.
DOUTHITT Corp., 680 E. Fort St., Detroit 26
FOSTORIA Pressed Steel Corp., Fostoria, Ohio
PHILLIPS & Jacobs, 622 Race St., Philadelphia
ROBERTSON Photo-mechanix, Int., 7440 Lawronce Ave.,
Chicago, 31 Chicago 31, III. SULLEBARGER, E. T., Co., 114 Liberty St., New York 6, WILLIAMS, Brown & Earle, 904 Chestnut St., Phila., 7, Pa.

# CAMERAS, FOUR COLORS, ONE SHOT, ONE PLATE

CONSOLIDATED Photo Engravers Equipment Co., 1112 N. Homan Ave., Chicage, III. HUEBNER Laboratories, 102 N. Mamareneck, Mamare-neck, N.Y.

# CANS, SAFETY

1 Inflammable Liquids 2 Oily Waste or Wipers

AMERICAN Wood Type, 35 W. 3rd St., New York 12 \*ANCHOR Chamical Carp., 829 Bargen St., Brooklyn

ANGLE Steel Stool Company, 309 W. Oak St., Plainwell, Mich.

2 DIENER, Goo. W., Mfg. Co., 400 N. Monticello, Chicago, III.

\*HOE, R., & Co., Inc., 910 E. 138th St., New York, N.Y. JUSTRITE Mfg. Co., 2061 Southpart Ave., Chicago

METZGER, Alfred E., 30 Irving Place, New York 3

PROTECTOSEAL Co., 1920 S. Western Ave., Chicago

\*SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y. UNITED Shoe Machinery Corp., 140 Federal St., Boston,

#WESEL M/g. Co., 1141 N. Washington Ave., Scron-

# CAPS, PAPER CUPS, MACHINES YOUNG Engineering Co., 2429 N. Sheffield, Chicago

# CARBON INTERLEAVING

EQUIPMENT

\*AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth B. N. J. CARB-N-SET Business Forms, 816 Ferguson Ave., Day-ton 7. Ohio ten 7, Ohio
DIDDE-Glasor, Inc., 24th W. 6th Ave., Emperia, Kanses
\*\*HAMILTON Tool Co., 832 South Ninth St., Hamilton \*McADAMS, John & Sons, 20 Knight St., Norwelk, Conn.
PIERCE Specialized Egpt. Co., 350 Peninsulur Ave., Sun
Moteo, Calif.
SCHRIBER Mach. Co., 4900 Webster St., Dwyton, Ohio
SCHWEITZER, P. J., Inc., Elizabeth, N. J.

# CARBON PAPER

AMERICAN Carbon Paper Corp., 1313 W. Lake St., Chicage, III. AMERICAN Carbon Paper Mfg. Co., Ennis, Texas AMERICAN Register Co., 565 W. Washington St., Chicago 6, III. CARB-N-Set Business Forms, 816 Ferguson Ave., Dayton, Ohio FRYE Mfg. Co., 2531 Dean Ave., Des Moines, Iowa PHILIP Hano Co., Inc., 85 Sargeant St., Holyake, Mass. MENDES, J. Curry, Corp., 104 Brookline Ave., Boston 15, Mass. 15. Mess. MITTAG & Volger, Inc., 76 Park Ave., Park Ridge, N. J. NAZ-Der Co., 461 Milwaukee Ave., Chicego 10, III. REMINGTON Rund, Div. of Sperry-Rand Corp., 318 Fourth Ave., New York 10, N.Y.

\*FOSTER Mfg. Co., 13th Cherry Sts., Philadelphia 9, Pa.

EQUIPTO, Div. Aurora Eqpt. Co., Aurora, III.

STAFFORD, S. S., Inc., 609 Washington St., New York 14, N.Y. UNDERWOOD Corporation, 1 Park Ave., New York

CARBON-PROCESSING MACHINES

AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth 8, N. J. FRYE Mig. Ce., 231 Dean Ave., Des Maines, Igwa HAIDA Engineering Co., 3411 Vernon Blvd., Leng Island City 1, N.Y., 4NAMILTON Tool Co., 832 South Ninth St., Hamilton, MENDES, J. Curry, Corp., 104 Brookline Ave., Boston

#NEW ERA Mfg. Co. Inc., 375 11th Ave., Poterson 4, SCHRIBER Much. Co., 4900 Webster St., Dayton, Ohio

# **CARBON TISSUE**

CHEMCO Photoproducts, Charles St., Glan Cove, N.Y.
NAGEL-Ryan Mig. Co., 4363 Wasdward Ave., Rayal
Ook, Mich.
NAZ-Dar Co., 461 Milwaukee Ave., Chicage 10, III.
SCHWEITZER, P. J., Inc., Elizabeth, N. J.
UNDERWOOD Corporation, 1 Park Ave., New York
16. N.Y.

# **CARBON TISSUE LAYDOWN TRANS-**FER MACHINES

DOVEN Machinery & Engineering, 2706 W. Ven Buren St., Chicago, III. MOTTER'S, George F., Sons, 132 S. Pershing Ave., York, Fa.
STANDARD Process Corp., 2704 W. Roscoe Street, Chi-

CARBONS, ARC LAMP

ATLAS Electric Devices, 361 W. Superior St., Chicago BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Boston, Mass.
CHEMCO Photoproducts Co., Charles Street, Glan Cove, New York
DAVIDSON Corp., Subs. of Margentheler Linetype Co.,
39 Ryerson St., Brooklyn S, N.Y.
#DOUTHITY Corporation, 680 E. Fort St., Detroit 26, Michigan #1ARRIS-Saybold Co., 4510 East 71st Street, Cleveiund 5, Ohio HUNT, Philip A., Co., Palisodes Park, N. J. &MACBETH Arc Lomp Co., 141 Barkley St., Philadelphia, Pa. MILLER-Trojan Co., 1883 W. Main St., Troy, Ohio NATIONAL Carbon Co., 30 E. 42nd St., New York 17, N.Y.
N.Z.-Dar Co., 461 Milwaukse Ave., Chicago 10, III.
YNu-Arc, Inc., 824 S. Western Ave., Chicago, III.
PHILLIPS & Jacobs, 622 Roce 51., Philadelphia
RYAN, E. G., Company, 727 S. Dearborn 31., Chicago
5, III. SENEFELDER Co., The, 32 Greene St., New York 13, N.Y. \$^\$IEBOID, J. H. & G. B., Inc., 150 Verick \$1., New York 13, N.Y. SINCLAIR & Valentine Co., 611 W. 129th \$1., New York 27, N.Y.

CARD, INDEX, CUTTING MACHINES \*LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York 1, N.Y. York 1, N.T. SOUTHWORTH Machine Co., 30 Warren Ave., Portland, YOUNG Engineering Co., 2429 N. Sheffield, Chicago

# CASE, BOOK, MACHINES

Case Back Forming Case Bending Case Feeding

4 Case Making
5 Case Making
1 2 3 4 5
AMSTERDAM Contl. Types & Graphic Equip., 268 4th
Ave., New York 10, N.Y.

CRAWLEY Book Machinery Co., Newport, Ky.

1 2 3 4 5

ADEXTER Folder Co., Peorl River, N.Y.

SHERIDAN, T. W. & C. B., Co., 129 Lafayette St., New York 13, N.Y.

SMYTH Mfg. Co., The, 9 Signurney St., Hartford 6,

STANDARD Paper Box Machine Co., 476 Broome \$1.

STOLP-Gare, Inc., 710 W. Jockson Blvd., Chicago, III.

# CASING-IN MACHINES, BOOK \*DEXTER Folder Co., Pearl River, N.Y. SMYTH Mfg. Co., 9 Signurney St., Hartford 6, Conn.

CASTERS, LEAD AND RULE (See Composing Machines and Supplies)

# CASTERS, STEREOTYPE METAL INGOTS

DIVISION Load Co., 7742 W. 61st Place, Summit, III. #HOE, R., & Co., 910 E. 138th St., New York 54 MARKET Forge Co., 109 Gurvey St., Everett 49, Moss. NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.

# CASTERS (Wheels) (see Trucks)

# CASTING BOXES, STEREOTYPERS'

Curved Plate
Flat Plate
Vacuum

3 Vacuum
1 2 3

AMSTERDAM Cont'l. Types & Graphic Eqp., 268 4th
Ave., New York 10, N.Y.

\$GOSS Printing Press Co., The, 1535 S. Poulina St.,
Chicago 8, Ill.
1 2 3

HAMMOND Mackinery Builders, Inc., 1604 Douglas
Ave., Kolumazoo 54, Mich.

\*HESS & Barker, 212 S. Darien St., Philadelphia 7 #HOE, R., & Co., Inc., 916 E. 138th St., New York MISSOURI-Central Type Foundry, P.O. Box 2066, Wichita, NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.

PARSONS & Whittemore, Inc., 250 Park Ave., New York 17, N.Y. SCOTT, Walter, & Co., Inc., 525 South Ave., Plainfield,

SHAW Machine & Tool Co., 1151 Temple St., Los An-geles 12, Col.

STA-HI Corp., 1235 W. Washington Blvd., Whittier,

2 3 STEREOTYPE Equipment Co., 2815 Irving Park Rd. Chicago 18, Ill. hicago 2

\*WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.

CASTING MACHINES, STEREOTYPE # OOSS Frinting Fress Co.,

8, III.
HAMMOND Machinery Builders, Inc., 1604 Douglas
Ave., Kalamazeo 54, Mich.
NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
PARSONS & Whittemers, Inc., 250 Park Ave., New
York 17, N.Y.
STA-HI Corp., 1235 W. Washington Blvd., Whittier,
Calif. STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago 18, III.

# CATALOGUE COVERING

MACHINES SHERIDAN, T. W. & C. B., Co., 129 Lafeyotte St., New York 13, N.Y.

# **CELLULOID TABBING MACHINES**

\*NYGREN-Dehly Co., 1422 W. Altgeld St., Chicago TABER Instrument Corp., 111 Goundry St., No. Tens-wands, N.Y.

# **CELLULOSE SHEET PROTECTORS**

BURKHARDT Company, 545 W. Larned St., Detroit 26, Mitch. EIBE File & Binder Co., 649 Alden St., Fell River, Mess. MELIND, Louis, Co., 362 W. Chicage Ave., Chicage ROSCO Laboratories, 367 Mudson Ave. Brooklyn 1 STANDARD Mechanical Bindings Co., 1100 W. 3rd Ave.,

# **CELLULOSE V SHEET HOLDERS**

TABER Instrument Corp., 111 Goundry St., No. Tona-wanda, N.Y.

# CHASES

AMERICAN Steel Chase Co., 31 48th Ave., Long Island City 1, N.Y.

\*\*AMERICAN Type Founders, Inc., 300 Elmora Ave., Elizabeth 8, N.J.

\*\*\*BLATCHFORD, E. W., Co., 111 Broadway, New York 7. N.Y.
FRRGUSON, J. L. Co., P.O. Bex 1196, Jeliet, III.
#GOSS Printing Press Co., 5601 W. 31st St., Chicage
30, III.
#HOE, R., & Co., Inc., 910 E. 138th St., New York 54, N.Y. LANCE, Chester L., Co., 620 Browder St., Dallas 1, Texas MISSOURI-Central Type Foundry, P.O. Box 2066, Wichita, Kansas \*NATIONAL Load Co., Blatchford Div., 111 Broadway, \*NATIONAL Load Co., Blatchford Div., 111 Broadway, New York 6, N.Y. PAYYER Printing Machine Works, 580 S. Broadway, 51. Louis, Mo., \*PRINTING Machinery Co., The, 436 Commercial Sq., Cincinnati 2, Ohio SANDBLOM Steel Chase Co., 426 S. Clinton St., Chi-cage 7, III.

# CHEMICALS

1 Electrotyping
2 Gravure
3 Officet-lithe
4 Phote-engraving
1 2 3 4
AMSTERDAM Cont'l. Types & Graphic Eqp., Inc., 268 4th
Ave., New York 10, N.Y.

\*ANCHOR Chemical Corp., 829 Bergen St., Breaklyn 16, BRADEN-Sutphin Ink Co., 3800 Chester Ave., Cleve-land 14, Ohio

BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave.,

CENTRAL Compounding Co., 1718 N. Damon Ave., Chicago 47, III.

CHEMCO Photoproducts Co., New St., Glen Cove., N.Y. 2 3 4
CRAMER, G., Dry Plote Co., 1835 Shenundosh Ave., St.
Louis 16, Mo.
CRONITE Co., 88th St. & Hudson Bivd., North Bergen,

DAVIDSON Corp., Subs. of Morganthalor Linetype Co., 29 Ryarson St., Brooklyn 5, N.Y.

DEFENDER Photo Supply Co., Inc., 466 Driving Pk.
Ave., Rochester 13, N.Y.

2 3 4

DOM, G. C., Supply Co., 125 E. Pearl St., Cincinnet

\*DOW Chemical Co., Midland, Mich.

EASTMAN Kodak Co., 343 State St., Rechester 4, N.Y. FEDERAL Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N. J. 3 4

FUCHS & Lang Mfg., Div. Sun Chemical Corp., 10th 5t. & 44th Ave., Long Island City 1, N.Y.

GAETJENS, Borger & Wirth, Inc., 35 York St., Brook-lyn 1, N.Y.

\*HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5 HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11 HUNT, Philip A., Co., Palisades Park, N. J.

#INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 19, N.Y.

JONES Graphic Products Co., 118 N. Third St., Albuquerque, New Mexico

LaMOTTE Chemical Products Co., Towson 4, Baltimore,

\*LITHO Chemical & Supply Co., 46 Harriet Place, Lymbrook, L. I., N.Y.

LITHOPLATE, Inc., 278 N. Arden Dr., El Monte, Culif.

MALLINCKRODT Chemical Works, 2nd & Mallinck-rodt Sts., St. Louis 7, Mo. 2 3 4 McKINLEY Lithe Supply Co., 1623 John Sts., Cincinneti 14, Ohio

MERCK & Co., Inc., Rahway, N. J.

MERIX Chemical Co., 1021 E. 55th St., Chicago METZGER, Alfred E., 30 Irving Place, New York 3

MOORE Laboratories, 70 W. Montcolm, Detroit 1

PHILLIPS & Jacobs, 622 Race St., Philadelphia

PITMAN, Harold M., Co., 51st Ave., & 33rd St., Chicago 50, III.

POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y. ROBERTS & Porter, Inc., 555 W. Adams St., Chicago 6.

ROGERS Isingless & Glue Co., 219 Eastern Ave., Glou-cester, Mass.

SENEFELDER Co., Inc., 32 Greene St., New York 13

#SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13. N.Y.

SINCLAIR & Valentine Co., 611 W. 129th St., New York 17, N.Y.

STANDARD Process Corp., 2704 W. Roscoe St., Chicago,

TEANECK Chemical Co., Carlstadt, N. J. NITED American Metals Corp., 200 Diamend St., Brooklyn 22, N.Y. UNITED

## CHUCKS (Non-returnable cores) PAPER ROLL

COSS Printing Press Co., 5601 W. 31st St., Chicago PAPER Converting Machine Co., 601 Harvey, Green Bay, Wis. STA-HI Corp., 6235 W. Washington Blvd., Whittier, PAYYER Printing Machine Works, 600 S. Broadway, St. Louis 2, Mo.

CLEANER, HAND

BRECK, John H., Inc., 115 Dwight St., Springfield 3. COLGATE-Palmolive, 105 Hudson St., Jersey City 2, COLGATE-Palmetive, 105 Hussen 3r., January
New Jersey
DAVIDSON Cerp., Subs. of Mergenthaler Linotype Co.,
29 Ryarson St., Brooklyn S, N.Y.
DIVERSEY Corp., Industriel Maintenance Dept., 1820
Roscos St., Chicago 13, III.
DOLGE, C. B., Co., Westport, Conn.
DUDLEY, Kenneth E., Bex 806, Hagerstown, Maryland
MERRITT Products Co., 1547 E. 18th St., Cleveland 14,
Chia. MERKITT FOOD TO THE RIDGE, N. J. OAKITE Products Inc., 32 Rector St., New York 6, N.Y. ROSCOE Laboratories, 357 Hudson Ave., Brooklyn 1, N.Y. SCHULTZ Laboratories, 823 Arden St., Boone, Iowa SENEFELDER Co., The, 32 Greene St., New York 13,

CLEANER, NUMBERING MACHINES

\*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn \*FORCE, William A., & Co., 216 Nichols Ave., Brooklyn &FORCE, William A., & Co., 216 Nichols Ave., Brooklyn 8, N.Y.
LINDEN Chemical Products Co., 523 15th St., Des Moines 14, Iowa OAKITE Products, Inc., 32 Rector St., New York 6, N.Y. ROBERTS Numbering Machine Co., 700 Jemeica Ave., Brooklyn 8, N.Y.

WEST Disinfecting Co., 42-16 West St., Long Island City

CLEANER, PRINTING PRESS

\*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 16, N.Y. \*CHALMERS Chemical Co., 123 Chestnut St., Newark 5, N. J.
DAVIDSON Corp., Subs. of Mergentheler Linotype Co.,
29 Ryerson St., Brooklyn S, N.Y.
20 W Chemical Co., Midland, Mich.
FEDERAL Mining & Mfg. Co., 22 Kearney Ave., Jersey
City 4, N. Hill-Hentschel Company, 3928 Clayton Ave., St. Louis 10, Ma. LINDEN Chemical Co., 523 15th St., Des Moines, la MERIX Chemical Company, 1021 E. 55th St., Chicage 11, III.

NATIONAL Saw Sharpening Co., 316 E. Ohio St., Indianapolis 4, Indiana
OAKITE Products Inc., 32 Rector St., New York 6, N.Y.
PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14, III.
PHILLIPS & Jacobs, 622 Race St., Philadelphia SCHWARM & Jacobus Co., The, 1216 Jackson St., Cincinnati 10, Ohio SEMEFELDER Co., The, 32 Greene St., New York 13. N.Y. #SIEBOLD, J. H. & G. B., Inc., 150 Verick St., New York 13, N.Y. Tork 13, N.Y. SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.

## CLEANING OUTFIT FOR PATENT RASE

\*ANCHOR Chemical Corp., Inc., 829 Bergen St., Brooklyn 16, N.Y. ★PRINTING Machinery Co., The, 436 Commercial Square, Cincinnati 2, Ohio

COATING MACHINES (Cylinder-Roller), (Lacquer and Varnish) BINGHAM'S, Sam'l, Son Mfg. Co., 636 Shermon St., Chicago 5, Ill. CHAMBERS Brothers Co., 52nd and Media Sts., Philodelphia, Pa.

delphia, Pa.

DEXTER Folder Co., Pauri River, N.Y.

DOYEN Machinery & Engineering, 2706 W. Van Buren DOVEN Machinery & Engineering, 2706 W. Van Buren St., Chicage, II.
BMSOSSOGRAPH Process Co., Inc., 251 William St., New York, N.Y.
GENERAL Research & Supply Co., 527 S. Division, Grand Repids, Mich.
HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City 1, N.Y.
FIDEAL Roller & Mrg. Company, 2512 W. 24th Street, Chicage 8, Illinois
HOHWEILER Machinery & Engineering Co., 34 Lincoln Highway, Morrisville, Pa.
HOLLINGSWORTH, William, Machine Co., 227 Holliday St., Baltimere 2, Md.
\*HUDSON-Sharp Machine Co., 1201 Main St., Green Bay, Wis. Bay, Wis.
KIDDER Press Co., Inc., Dover, N. H.
KNOWLTON, M. D., Co., 57 Clarissa St., Rechester 4,

POTDEVIN Machine Co., 226 North Street, Taterbaro, N. J. ROSS, Charles & Son, Co., 148-156 Classon Ave., Brooklyn, N.Y.

RUTHERFORD Machinery Co., Div. Sun Chemical Corp.,
10th St. & 44th Ave., Long Island City 1, N.Y.

STANDARD Process Corp., 2704 W. Boscoe St., Chicage, III. WALDRON, John, Corp., New Brunswick, N. J.

COATING MACHINES (Wax and Hot Melt-Thermoplastic)

Melt—Thermoplastic)
DOYEN Machinery & Engineering, 2706 W. Von Buren
St., Chicago, III.
HAIDA Engineering Co., 34-11 Vernon Blvd., Long
Island City, N.Y.
HUDSON-Sharp Machine Co., Green Bay, Wis.
INTERNATIONAL Paper Bux Machine Co., The, 1201
Main St., Nashue, N.H.
KNOWLTON, M. D., Co., 37 Clarissa St., Rechester 4, N.Y. KOHLER System Co., 159 E. Chicago Ave., Chicago 11, KONLER System Co., 137 E. Chicago V. States Ave., Chicago 26, Ill.

PASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14, Ill.

\*\*PACKER Mfg. Co., Green Boy, Wis.

PAPR Converting Machine Co., 601 Hervey, Green Bay, Wis.

POTDEVIN Machine Co., 226 North Street, Teterbere, M. 1

STANDARD Process Corp., 734 W. Lexington St., Chicago 7, III. WALDRON, John, Corp., New Brunswick, N. J.

# COLLATING AND GATHERING FOUIPMENT

EQUIFMENT 8

ARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass.

COLLAMATIC Electric Collator, Wayne, New Jersey

#DEXTER Folder Co., Peorl River, N.Y.

#DIDDE-Gloser, Inc., 24 W. 6th Ave., Emporia, Kansas

DOLLAHITE, K. J., Co., 106 W. 15th St., Fort Worth,

Texas Texas
Texas
DUDLEY, Kenne'h E., Co., Bex 806, Hagerstown, Md
DUTRO, Orville & Son, 117 W. 9th St., Los Angeles, Calif
EVANS Specialty Co., 407 N. Munford St., Richmood
20, Vo. 20, Va. ★HAMILTON Tool Co., \$32 South Ninth St., Hamilton, Ohia \*HARRIS-Seybold Co., 4510 E. 71st St., Cleveland S. ★HUDSON Sharp Machine Co., 1201 Main St., Green Bay, Wis. +LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York, N.T. LOW, John M., & Co., 205 W. Monroe St., Chicago MENDES, J. Curry, Corp., 104 Brookline Ave., Boston MENDES, J. Curry, Corp., 104 Breestine Ave., Desten 15. Meis.

15. Meis.

\*NEW Ere Mfg. Co., Box 2520, Paterson 28, N.J.

\*PEARCE Development Co., 1606 E. 30th St., Clevelond 14, Ohio

PIERCE Specialized Equipment Co., 350 Peninsular Ave., San Matco, Calif.

\*ROSBACK, F. P., Co., 5th & Park Sts., Benton Harbor, Mich. Mich.

SCHEINKER, Iiya, Mech. Eng., 35 Great Jones St.,
Now York, N.Y.

SHERIDAN, T. W. & C. B., Co., 129 Lafayette St.,
New York 13, N.Y.

SCHRIBER Mach. Co., 4900 Webster St., Dayton, Ohio
WALDRON, John, Carp., Box 791, New Brunswick, N. J.

# **COLOR FILTERS**

\*\*ANSCO, 42 Charles St., Binghamten, N.Y.
DEFENDER Photo Supply Ca., Inc., 666 Driving Pk.
Ave. Rochester 13, N.Y.
EASTMAN Kodak Ca., 343 Stete St., Rochester 4, N.Y.
ROSCO Laboratories, 29 Moore St., New York
WILLIAMS, Brown & Earle, 994 Chestnut St., Philadel-

COLOR SEPARATION PROCESS

CRAFTINT MFG. C., 1615 Collamer Ave., Cleveland 10. Ohio GRAPHIC Arts Corp., 110 Ottawa St., Tolodo, Obia HUEBNER Laboratories, 192 N. Mamaroneck Ave. HUEBNER Laboratories, 102 N. Mamaroneck Ave., Momaroneck, N.Y. LONG Engineering Research Co., 1000 Wheutshoof Rd., Linden, N.J. MARK & Son, John G., 525 Broadway, New York 12, MERIX Chemical Co., 1021 E. 55th St., Chicago 11, Illinois PRINTING Developments, 9 Rockefeller Plaza, New York 20, N.Y. STAFFORD Engraving Co., 229 N. Penn St., Indianapalis, Ind. OFFSET Printing Plate Co., 100 Bleeker St., New York 12, N.Y.

COLOR SYSTEMS

ALLCOLOR Co., 527 Fifth Ave., New York 17, N.Y. &ANSCO, 42 Cherles St., Binghamton, N.Y. BOURGES Color Corp., 80 Fifth Ave., New York 11, N.Y. COLORGRAPH Process Co., 241 E. Illinois St., Chicago HUEBNER Laboratories, 192 N. Mamaroneck Ave., Mamaroneck, N.Y. MUNSELL Color Co., 10 E. Franklin St., Baltimore, Maryland STAFFORD Engraving Co., 229 N. Penn St., Indianapolis, COMPOSING AND MAKEUP STICKS

AMERICAN Type Founders, Inc., 200 Elmore Ave., Elizabeth B. N. J. LIUDIOW Typegreph Co., 2032 Clybourn Ave., Chi-cope 14, III. ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, III.

# COMPOSING MACHINES and SUPPLIES

PPLIES
Casters, Lead, Rule, Strip & Base
Casters, Slug
Cleaners for Matrices
Cleaners for Plungers
Cleaners for Spacebands
Contrast Matrices
Cross Rule Machines
Elrod Rule Bench

Gas Governors Graphite and Graphited Oils Keyboards Liners, Extensible Matrices

Matrices
Mold Coolers
Mold Coolers
Monstype Sterage Eapt.
Perts and Supplies
Perforators, Keyboard Tape
Saw, Odd-Measure
Slug Saw, Automatic
Slug Shears
Slug Surfacing Machines
Quadding Attachment, Automatic
Tabular Systems
Type Casters

22 Tabular Systems
23 Type Casters
24 Type Setting Machines
25 Type Setting Operating Units, Automatically
Setting from Tape
26 Wipers, Spaceband
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26
ANCHOR Chemical Corp., 829 Bergen St., Breeklyn 38, N.Y.

\*BALTIMORE Type & Composition Corp., 15 S. Frederick St., Baltimore, Md. COMMERCIAL Controls Corp., 1 Leighten Ave., Rochester 2, N.Y.

CORKPAK Co., 70 Argyle Ave., New Rochelle, N.Y. 13 Io DIXIE Type & Supply Co., 930 N. 6th Ave., Birmingham,

DIXON, Joseph, Crucible Co., 167 Wayne St., Jersey City, N. J.

★DOW Chemical Co., Midland, Mich. 3 4 5 HOUSE of Hansen, Inc., 470 Atlantic Ave., Boston 10,

Mass.

16
INDEPENDENT Electric Machinery Co., 300 Southwest Blvd., Kansas City 8, Mo.

\*\*INTERTYPE Corporation, 360 Furnam St., Breaklyn 2 New York

2, New York 13 14

W SERVICE Co., 1 Waterman Ave., East Providence \*LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.

15 16 17 7 13

ES, Hervey, 212 N. Chevy Chuse Drive, Glandala 4, Calif.

LINOTAPE Products Co., 1460 Carana Street, Denver 18,

\*LUDLOW Typograph Ce., 2832 Clybourn Avenue, Chicage 14, Illineis 7

13 16 19 20 22 MATRIX Contrast Corp., 154 W. 14th St., New York 1,

\*MERGENTHALER Linetype Co., 29 Ryerson St., Brooklyn 5, New York
1 10 11
12 13 14 16 21
MIDWEST Matrix Mert, 633 Plymouth Court, Chicogo 5,

MOHR Line Sew Co., 8015 N. Ridgeway Ave., Skokle,

MONOMELT Co., Inc., 1611 Polk St., N.E., Minneapo-

\*MONTGOMERY Company, Inc., P.O. Box 309, Towan-

3 MONO-Typecaster Service, 5728 N. Moode Ave., Chicago 30, III. 9 10 (age 30, 1 1 2 13

N.Y. KOHLER System Co., 159 E. Chicago Ave., Chicago

11, Illinois
MOORE, Kanneth J., & Co., 1778 W. Estes Ave., Chicage 26, III.
NAZ-Dar Co., 461 Milwawkee Ave., Chicage 10, III.
PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14, III.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 ROSS-AD Seel, Inc., 738 Lord Street, Indianapolis 2 ROUSE, H. B., & Co., 2214 North Wayne Ave., Chicago 18 19 RULEX Type Corp., 127 W. Harrison, Chicago SERVWELL Products Co., 6541 Euclid Ave., Cleveland 3, Ohio Ohio 3, O \*TELETYPESETTER Corp., 2752 Clybourn Ave., Chicogo

25

±UNIVERSAL Mono-Tabular Cerp., 786 Olive St., Dallas 1, Taxes WALLIN Printers Supply Co., 309 5, 13th St., Omaha

WIEBKING Engraving Co., 113 W. Newport Ave. Chicago 13, III.

# **CONTACT PRINTING MACHINES** (See Printing Frames)

# **CONTINUOUS DESIGN ROLLERS**

(Cylinders-Aniline Printing) AMERICAN Wringer Co., 121 Clinton \$1., R.I. BINGHAM'S, Som'l, Son Mfg. Co., 636 Shermon, Chicoge, III. ★HUDSON-Sharp Machine Co., 1201 Main St., Green Boy, Wis. MOSSTYPE Corp., 33 Flotbush Ave., Breaklyn 17

# CONTINUOUS TRIMMERS, BOOK AND MAGAZINE

AND MAGAZINE

DEXTER Folder Co., Pearl River, N.Y.

DOVEN Machinery & Engineering, 2706 W. Van Buren
\$1. Chicage, III.

\$\frac{4}{2}\text{MARRIS-Seybold} Co., 4510 E. 71st \$1., Cleveland \$\$
\$\frac{4}{2}\text{LAWSON, E. P., Co., Inc., 426 W. 33rd \$1., New
York, N.Y.

SHERIDAN, T. W. & C. B., Co., 129 Lefayette \$1.,
New York 13, N.Y.

\$\frac{4}{2}\text{MARRIS-Seybold} Co., \$\frac{2}{2}\text{Sigourney \$1., Hartferd \$6\$, Cone.}

TURNER Printing Machinery Inc., 2630 Payne Ave.,

Cleveland, Ohie

# **CONVEYORS (Also see Trucks)**

BALDWIN, James L., & Co., 1551 W. Thomas, Chicago CLINE Electric Mfg. Co., 3403 W. 47th St., Chicago CRONITE Co., 88th St. and Hudson Blvd., North Bergen, N. J.
CUTLE-Hammer, Inc., 315 H. 12th St., Milwaukee 1 gen, N. J.

CUTLER-Hommer, Inc., 315 H. 12th St., Milwaukee I

CUTLER-Hommer, Inc., 315 H. 12th St., Milwaukee I

GENERAL Research & Supply, 527 S. Division St., Grand
Rapide, Mich.

HERBERT Products, Inc., 74-32 Jamelea Ave., Weedhoven 21, N.Y.

JAMPOL, The, Co., 728 61st St., Breeklyn, N.Y.

LAMSON Corp., 250 Lamson St., Syracuse 1, N.Y.

LINK-Belt Company, Prudential Plaza, Chicage 9, III.

MARKET Forge Co., 109 Garvey St., Everett 49, Mass.

PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co.,
1905 Diversey Parkway, Chicage 14, III.

RICHARDS-Wilcox Mfg. Co., Aurero, III.

# **COOLER PRESS (For straightening Buckled or Warped Zinc Plates)**

PARSONS & Whittmore, Inc., 250 Park Avenue, New York 17, N.Y.

# COOLING TABLES

PHILLIPS & Jacobs, 622 Race St., Philadelphia STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago, III.

# COPPERPLATE PRINTING EQUIP-MENT AND SUPPLIES

CRONITE Co., The, 88th & Hudson Blvd., North Bergen, N. J.,
4:IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago
PHILLIPS & Jacobs, 622 Race St., Philodelphia
SINCLAIR & Valentine Co., 611 W. 129th St., New
York 27, N. Y.
SNYDER, W. H., Co., 88 Welker St., New York 13

# COPY-FITTING SYSTEMS

(See Gauges and Testing Instruments)

# CORDS AND TASSELS, TYING

HELMUS, G., & Sons, Inc., 648 Broadway, New York 7 #STANDARD Top Co., 116 Duone St., New York

# COUNTERS, DATERS, NUMBERING MACHINES AND HEADS

MACHINES AND HEADS

1 Counter and Marker
2 Counters, Felding Machine
3 Counters, Pager Pad
4 Counters, Press
5 Daters
6 Numbering Machines
7 Numbering Machine Cleaners
8 Paging and Numbering Machines, Bindery
9 Rotery Numbering Heads
1 2 3 4 5 6 7 8 9
\$AMERICAN Numbering Machine Co., Atlantic & Shepherd Aves., Booklyn, N.Y.

\*AMERICAN Type Founders, Inc., 200 Elmera Ave.,

AMERICAN Type Founders, Inc., 200 Elmore Ave.,

\*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 16 ARNOLD Numbering Machine Works, 19 S. Wells St., Chicago 6, Illinois BATES Mfg. Co., 30 Vesey St., New York 7, N.Y.

SEALL, Jock, 641 S. Dearborn St., Chicago S, III.

CORKPAK Co., Int., The, 70 Argyle Ave., New Re-chelle, N.Y. ★COUNTER & Control Corp., 5225 W. Electric Ave. Milwoukee, Wisconsin

1 2 CRAFTSMEN Machinery Co., 575 Atlantic Ave., Boston 10, Mass.

DAVIDSON Corp., Subs. of Margenthaler Linetype Co., 29 Ryerson St., Brooklyn 5, N.Y.

DURANT Mfg. Co., Inc., 1979 N. Buffum St., Milwaukee

FERGUSON, J. L., Co., P. O. Box 1226, Jeliet, III. \*FORCE, Wm. A., & Co., Inc., 216 Nichols Ave., Brook-lyn B. N.Y. \*FOSTER Mfg. Co., 13th & Cherry Sts., Philadelphia 7

HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa. HILLS-McCanno, G. A. Div., 3025 N. Western, Chicage

HOOLE Machine & Engraving Works, Inc., 30 Main St., Brooklyn, N.Y.

MAXSON Automatic Machinery Co., 98 Granite St., Westerly, R. I.

MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25, Mess. MELIND, Louis, Co., 362 W. Chicago Ave., Chicago 10 PITNEY-Bowes, Inc., 757 Pacific Ave., Stamford, Conn.

PRODUCTION Instrument Co., 704 W. Jackson Blvd.,

REDINGTON, F. B., Co., 112 S. Sangamon St., Chicago

2 ROBERTS Numbering Machine Co., 694 Jamaica Ave., Brooklyn 8, N.Y.

SUPER Speed Printing Machinery Co., 1712 E. 27th St., Cleveland 14, Ohio VEEDER-Root, Inc., Surgent & Gardon Sts., Hartford

VEEDER-Goor, 1967, 2, Conn.

2, Conn.

4
WETTER Numbering Machine Co., Atlantic Ave. & Logan St., Breeklyn B, N.Y.

6 7 9

# **COUPLERS, BELT AND TAPE**

CLIPPER Belt Lacer Co., 974 Front Ave., N. W., Grand Rapids 2, Mich. CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle, N.Y. #NOE, R., & Co., Inc., 910 E. 138th St., New York #SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y.

# COVERS, ALL KINDS

AMERICAN Beauty Cover Co., 2002 No. Field, Dallas 2, AMERICAN seasy Toxes
Toxes
BROCK & Runkin, 619 S. LoSelle St., Chicage S, III,
BURKHARDT Co., 547 W. Larned St., Detroit 26
SMITH, S. K., Co., 2837 N. Western Ave., Chicage
SPEED Products Co., 32-01 Queens Blvd., Long Island
City 1, N.Y.
STANDARD Mechanical Bindings Co., 1100 W. 3rd Ave.,
Columbus, Ohio

# CREASING, CRIMPING, SCALLOP-ING AND SCORING MACHINES

1 Creasing and Scoring 2 Crimpng 3 Scolloping 4 Scoring

1 2 3 4 CHICAGO Box Machine Works, 1810 W. Grand Ave., Chicago 22, III.

HOOPER, F. X., Co., Inc., Glon Arm, Md.

JACQUES, John, & Son, 93 Webster St., Worcester

\*LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York, N.Y. LESTER & Wasley Co., Inc., 513 N. Main St., Norwich,

MILLER Printing & Machinery Co., 1117 Reedsdale St., Pittsburgh 33, Pa. \*NYGREN-Duhly Co., 1422 W. Altyeld, Chicago 14, III. OVERSEWING Machine Co., 368 Congress St., Boston,

PAPER Converting Machine Co., 601 Harvey St., Green Bay, Wis.

PIERCE Specialized Eqp. Co., 350 Peninsular Ave., San Mates, Calif.

ROBINSON, John T., Co., 1476 River St., Hyde Park,

\*ROSBACK, F. P., Co., 5th & Park Sts., Benton Har-

1 2 4
STANDARD Paper Bex Mathine Co., 476 Broome St., New York, N.Y.
1 2 3 4
STAUDE, E. G., Div., The Sperry Corp., 2675 University Ave., St. Paul, Minn.

TURNER Printing Machinery, Inc. 2630 Payne Ave., Cleveland 14, Ohio

# **CURVED PLATE SHAVERS, PROVERS,**

REFORMERS, etc. \*\*COTTRELL Company, The, A Subsidiary of Marris-Saybold Co., Box 515, Westerly, R. I. \*\*GOSS Printing Press Co., 1535 S. Paulina, Chicago 8 \*\*HOE, R., & Co., Inc., 910 E. 138th St., New York OSTRANDER-Seymour Co., 1710 N. 25th St., Melrose Back-III Park, III.
WOOD Newspaper Mchy. Cerp., 501 Fifth Ave., New York 17, N.Y.

# **CUT STORAGE FILE**

AMERICAN Type Founders, Inc., 200 Elmore Ave., Eliza-beth, N.J. BARGER Box & Printing Corp., 802 W. Beardsley Ave., Elkhart, Ind. Elkhart, Ind.

DANDY Storage File Co., Wausau, Wis.
EQUIPTO, Div., Awrora Equipment Co., Aurora, Ill.

#FOSTER Mfg. Co., 13th & Cherry Sts., Philadelphia

#HAMILTON Mfg. Co., Two Rivers, Wis.

#MAYVILLE Metal Products Co., Mayville, Wis.

THOMPSON Cabinet Co., Ludington, Michigan

# CUTTERS-LEAD, RULE, SLUG (Also see Paper Cutters, Roll Leaf

Cutters.) \*AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N.Y. AMERICAN Type Founders, Inc., 200 Elmora Ave., Eliza-both, N.J. AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N.J.
CONSOLIDATED Phote Engravers Equipment Co., 1112
N. Homon Ave., Chicago, Ill.
#FOSTER Mfg. Co., 333 S. Broad St., Philadelphia
HELMOLD, J. F., & Brothers, 1462 W. Skukespeare
Ave., Chicago 14, Ill.
PAVYER Printing Machine Works, 600 S. Broadway
St. Louis 2, Mo.
#RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo
135 Milos. 13F, Mich. ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago 14, III. TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

# **CUTTING AND CREASING PRESSES.** PLATEN

BRANTJEN & Kluge, Inc., Como at Gaultier St., St. Paul. Minn.

\*CHAMPLAIN Co., 88 Llewellyn Ave., Bloomfield, N. J.

\*CHANDLER & Price Co., 6000 Carnegie Ave., Cleveland 3, Ohio

MILLER Printing Mchy. Co., 1117 Reedsdale St., Pittsburgh 12, Pa.

PACKER Mfg. Co., Inc., Green Bay, Wis.

THOMSON-National Press Co., Inc., Deen Ave., Frank-

# **CUTTING-OFF MACHINES, CURVED** STEREOTYPE PLATES

\*GOSS Printing Press Co., 5601 W. 31st St. Chicago 50 \*\*HOE, R., & Co., Inc., 910 E. 138th St., New York 54.

# CYLINDER GRINDING AND POLISH-ING EQUIPMENT, GRAVURE

HANSON-Van Winkle-Munning, Matawan, N. J. &HOE, R., & Co., Inc., 910 E. 138th St., New York St. N.Y. MOTTER'S, George F., & Sons, 132 S. Pershing Avenue, York, Pa. NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Royal Oak, Mich. ROSS, Charles & Son, Co., 148-156 Classon Ave., Brooklyn, N.Y. STANDARD Process Corp., 2704 W. Roscoe St., Chicago.

CYLINDER MAKING EQUIPMENT, LET-TERPRESS, GRAVURE AND OFFSET LITHOGRAPHY BY DIRECT PROJEC-TION (Including Continuous Design and Step and Repeat)

CONSOLIDATED Photo Engravers Equipment Co., 1112 N. Homan Ave., Chicago, III. HUEBNER Loboratories, 102 N. Mamaroneck Ave., Mamaroneck, N.Y.

# CYLINDER MARKING MACHINES, ROTOGRAVURE

\*HOE, R., & Co., Inc., 910 E. 138th St., New York 54 MOTTER'S, George F., & Sons, 132 S. Pershing Ave-nue, York, Pa.

# CYLINDER PLATING AND POLISH-ING, GRAVURE, FOR THE TRADE

ELECTRO-Coatings, Inc., 1662 W. Fullerton Ave., Chicago 14, III. GRAVURE Process Co., 4179 W. Belmont Ave., Chicago HANSON-Van Winkle-Munning, Matawan, N. J. STANDARD Process Corp., 2704 W. Roscoe St., Chicago.

# CYLINDER, ROTARY AND PLATEN PRESS DRAWSHEETS AND TYM-PANS (Also see Blankets)

PANS (Also see Blankets)

1 Blankets, Embossing, Fell

2 Drawsheets and Tympans, Paper, Commercial
(Also see Paper Index)

3 Drawsheets, Newspaper

4 Jackets and Tympans other than Paper

5 Underpacking

1 2 3 4 5

BAKELITE Corp., Div., Union Carbide & Carbon Corp.,

30 E. 42nd St., New York, N.Y.

4 BAR-Plate Mfg. Co., Boston Post Rd., Orange, Conn.

4 CARRORUNDUM Ce., Niegara Falls, N.Y.

CARBORUNDUM Co., Niagara Falls, N.Y.

CORKPAK Company, Inc., 70 Argyle Ave., New Rechelle, N.Y.

chelle, N.T. 12 3 4 5 \*CROMWELL Poper Co., 4801 S. Whipple St., Chicago

\*DISSTON, Henry, Div., H. K. Perter Co., Inc., Unruh & Milnor Sts., Philadelphia 35, Pa.

GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohie 1 3 4 5

1 3 4 5 \*GOSS Printing Press Co., 1535 S. Paulina St., Chicago

TINGUE, Brown & Co., 1765 Carter Ave., New York

57, N.Y. 1 2 3 4 5 TRIPLET Gauge 14, Vanderwater St., New York 7, N.Y.

UNITED States Rubber Co., 1230 Sixth Ave., New York 29, N.Y.

# CYLINDER, SLEEVE AND PLATE MAKING, GRAVURE, FOR THE TRADE

SECK Engraving Co., 7th & Sansome Sts., Philadelphia, Pa.
CONSOLIDATED Photo Engravers Equipment Co., 1112
N. Homan Ave., Chicago, III.
DILLON, J. C., Co., Inc., 45-61 Court Sq., Long Island
City 1, N.Y.
GRAVURE Process Co., 4179 Bolmont Ave., Chicago 41, HUEBNER Laboratories, 102 N. Mamaroneck, Mamaroneck, N.Y. INTAGLIO Service Corp., 305 E. 46th St., New York,

# CYLINDERS, SLEEVES AND PLATES

(Gravure) CONSOLIDATED Phote Engravers Equipment Co., 1112 N. Homan Ave, Chicage, III. EDES Manufacturing Company, Plymouth, Mass. ELECTRO-Coatings, Inc., 1662 W. Fullerton Ave., Chi-cago 14.1 ELECTRO-Coolings, Inc., 1892 W. Fulletton Ave., Sur-cage 14, III. HUSSEY & Co., C. G., 2850 Second Ave., Pittsburgh NAGEL-Ryon Mfg. Co., 4363 Woodward Ave., Reyal Ook, Mich. STANDARD Process Corp., 2704 W. Roscoe St., Chicage,

# CYLINDERS, STEEL, LETTERPRESS

1 Grooved 2 Honey-combed

\*COTTRELL Company, The, A Subsidiary of Harris-Seybold Co., Box 515, Westerly, R. I.

\*HESS & Barker, 212 S. Darien St., Philadelphia, Pa.

★HOE, R., & Co., Inc., 910 E. 138th St., New York ★PRINTING Machinery Co., 436 Commercial Sq., (

WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.
\*WESTERN Printing Machinery Co., 3519 N. Spaulding
Ave., Chicage, Ill.



# DAMPENING AIDS, OFFSET-LITHO

\*AMERICAN Type Founders Inc., 200 Elmore Ave., Elizebeth, N.J. \*\*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 38, N.Y.

DAVIDSON Corp., Subs. of Mergenthaler Linotype Co.,
29 Ryerson St., Brooklyn S. N.Y.

FLINT, Howard, Co., 2546 Clark Ave., Detroit 9, Mich.,

GEGENHEIMER, Wm., 80 Roobling St., Brooklyn 1, N.Y.
#INTERCHEMICAL Corp., Printing Ink Division, 67 W.
44th St., New York 19, N.Y.
INTERNATIONAL Press Cleaner, 112 Hamilton Ave.,
Cleveland 4, Ohio
JOMAC, Inc., 6128 N. Woodstock St., Philadelphia,

McKINLEY Lisho Supply Co., 1623 John St., Cincinnati McKINLEY Litho Supply Co., 1623 John St., Cincinneri 14, Ohio MERIX Chemical Co., 1021 E. 55th St., Chicage 11, Ill. #\$IEBOLD, Inst., J. H. & G. B., 150 Verick St., New York 13, N.Y.
SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.

# DAMPENING ROLLER COVER

BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman, Chi-BINDHAM'S, Sum's, Cage, III.
CORPAK Co., inc., The, 70 Argyle Ave., New Rochelle, N.Y.
DAVIDSON Cerp., Subs. of Mergenthuler Linetype Co.,
29 Ryerson St., Brooklyn 5, N.Y.
FOTOPLATE Co., 32 Oxford St., Newark 5, N. J.
GODFREY Roller Co., 211 N. Camac St., Philadelphia
7, Pa. 7, Pa.
★INTERCHEMICAL Corp., Printing Ink Division, 67 W.
44th St., New York 19, N.Y.
JOMAC, Inc., 6128 N. Woodstock St., Philadelphia, Pu. LITHOPLATE, Inc., 278 Arden Dr., El Monte, Calif, SENEFELDER Co., The, 32 Greene St., New York 13, N.Y. N.T. \*\*
\*\*SIEBOLD, Inc., J. H. & G. B., 150 Varick \$1., New York 13, N.Y.
\*\*
\*\*SINCLAIR and Valentine Co., 611 W. 129th \$1., New York 27, N.Y.

# DARK ROOM EQUIPMENT BEATTIE Process Camera Carp., P. O. Bex 70, Chat-

ham, N. J. BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Boston, Mass. BROWN, W. A., Mfg. Co., 2035 Charleston St., Chicago 47, III.
CHEMCO Photoproducts Co., New St., Glen Cave, N.Y.
CONSOLIDATED Photo Engravers Equipment Co., 1112
N. Homan Ave., Chicage, III.
\*DOUTHITT Corp., The, 480 E. Fort St., Detroit 26
EASTMAN Kodak Co., 242 State St., Rochester 4, N.Y.
HARRIS-Seybold Co., 4510 East 71st Street, Cleveland
6 Colin 5, Ohie KELLOGO, Div. American Brake Shee Co., 99 Humboldt St., Rochester 9, N.Y. KENNO Graphics, Inc., 25 Commerce St., Chathem,

New Jersey \*LANSTON Monetype Machine Co., 24th & Lecust Sts.,

\*LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.

\*LEEDAL Strainless Steel Products, Inc., 2929 S. Halsted St., Chicage 8, III.

MILLER-Trojan Co., 1083 W. Main St., Trey, Ohio
NAZ-Dor Co., 461 Milwaukse Ava., Chicage 10, III.

\*NU ARC Company, 224 S. Wastern Ava., Chicage 12, III.

\*PITMAN, Harold M., Co., 51st Ava. & 33rd St., Chicage 30, III.

\*ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ava., Chicage 31, III.

\*ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ava., Chicage 31, III.

Chicago 31, Inc., 7440 Lawrence Ave., Chicago 31, III.
WILLIAMS, Brown & Earle, Inc., 904 Chestnut St., Philadelphia 7, Pa.
ZARKIN Machine Ce., 34-19 10th St., Long Island City 6, N.Y.

DECKLE-EDGING MACHINES

HEATH Die Co., 382 Lafayette St., New York 3, N.Y. LESTER & Wesley Co., Inc., The, 513 N. Main St., Norwich, Conn.

# DEEP ETCH METHODS, OFFSET LITHO, AND SUPPLIES

1 Methods 2 Supplies 2

\*ANCHOR, Chemical Corp., Inc., 829 Bergen St., Brook-

BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., CALIFORNIA Ink Co. Inc., 545 Sansomo St., San Fran-

DOM, G. C., Supply Co., 125 Pearl St., Cincinnati, Ohie **★DOW Chemical Co., Midland, Mich.** 

→ FLINT, Howard Co., 2546 Clark Ave., Detroit 9, Mich. FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.

GAETJENS, Berger & Wirth, 35 York St., Brooklyn, N.Y.

\*HARRIS-Soybold Co., 4510 E. 71st St., Cloveland 5 HILL-Henschel Co., 3928 Clayton Ave., St. Louis, Mo.

#INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 19, N.Y.

LE PAGE'S, Inc., Gloucester, Muss.

\*LITHO Chemical & Supply Co., 46 Harriet Place, Lynbrook, L. L., N.Y.

1 2 LITHOPLATE, Inc., 278 Arden Dr., El Monte, Colif. McKINLEY Litho Supply Co., 1623 John St., Cincinnati,

METZGER, Alfred E., 30 Irving Place, New York 3,

1 2 PHILLIPS & Jacobs, 622 Race St., Philadelphia 6

\*PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chicago

ROBERTS & Porter, Inc., 555 W. Adams St., Chicago 6, III. 2 ROGERS Isinglass & Glue Co., 210 Eastern Ave., Glou-cester, Mass.

SENEFELDER Co., The, 32 Greene St., New York 13,

N.Y. 1 2 \*SIEBOLD, Inc., J. H. & G. B., 150 Verick St., New York 13, N.Y.

SINCLAIR & Valentine Co., Inc., 611 W. 129th St., New York 27, N.Y.

★WESEL /

# **DELIVERIES, PRESS**

Deliveries, Automatic Pile Deliveries, Extension Deliveries, Press to Bronzer

COTTRELL Company, The, A Subsidiary of Harris-Saybold Co., Box 515, Westerly, R. I.

CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee 1,

1 2 DEXTER Folder Co., Pearl River, N.Y. HEATH Die Co., 382 Lafayette St., New York 3, N.Y. HICKOK, W. O., Mfg. Co., 423 Harrisburg, Pa. \*HUDSON-Sharp Machine Co., 1201 Main St., Green

MAXSON AXSON Automatic Machinery Co., 98 Granite St., Wasterly, R. I.

MEISEL Press Mfg. Co., Inc., 944 Dorchaster Ave., Boston 25, Mass.

#MISHLE Printing Press & Mig. Co., 2011 Hastings 51., Chicage 8, Illineis

PECK, James I., 47 High St., West Orange, N.J.

RATHBUN & Bird Co., 379 W. Broadway, New York

SPECIALTY Automatic Machine Co., 200 Boston Ave., Medford, Mass.

TURNER Printing Machinery, Inc., 2630 Payne Ave., Cleveland 14, Ohie

# **DEVELOPING TROUGHS AND SINKS**

AMERICAN Type Founders, 200 Elmore Ave., Elizabeth B, N. J.
BROWN, W. A., Mfg. Co., 2035-49 W. Charleston St.,
Chicage 47, Ill.
CHEMCO Phetoproducts Co., New St., Glon Cove, N. Y.
CONSOLIDATED Phote Engravers Equipment Co., 1112
N. Heman Ave., Chicago, Ill.
BROWN Ceating Eqpt. Co., Wellston, Ohio

\*DOUTHITT Corp., The, 680 E. Fort St., Detroit 26, Michigan GRAPHIC Aris Center, Inc., 207 W. Park Ave., State College, Pa. HARRIS-Seybold Co., 4510 East 71st Street, Cleveland 5. Ohio #LEEDAL Stainless Steel Products, Inc., 2929 S. Halstoad St., Chicago 8, Ill. MILLER-Trojan Co., Inc., 1083 W. Main St., Troy, Ohio MOTTER'S, George F. Sons, 132 S. Pershing Ave., York, \*PITMAN, Harold M., Co., 51st Ave. & 33rd St., Chi-ROBERTSON Photo-mechanix, Inc., 7446 Lawrence Ave., KUDERISON Photo-mechanix, Inc., 7446 Lawrence Ave., Chicage 31, III. RUTHERFORD Mechinery Co., Div. Sun Chamical Corp., 100 6th Ave., New York 13, N.Y. U. S. Steneware Co., 60 E. 42nd 5t., New York 17, N.Y WILLIAMS, Brown & Korle, 904 Chastnut St., Philo-delphia, Pa.

DIAPHRAGMS, CAMERA

CHEMCO Photoproducts Co., New Street, Glan Cove N.Y.
CONSOLIDATED Phote Engravers Equipment Co., 1112
N. Hemon Ave., Chicage, III.
OOODRICH, S. F., Co., 434 S. Main St., Akron, Obio
ROBERTSON Phote-methonix, Inc., 7440 Lawrence Ave., Chicago 31, III.
UNITED Stotes Rubber, Inc., 1230 Sixth Ave., Rew York 20, N.Y.

DIAPHRAGM CONTROLS

AMSTERDAM Cont'l, Types & Graphic Eqp. Inc., 268 4th Ave., New York 10, N.Y. BRISTOL Co., Waterbury 20, Conn. Ave., New York 10, N.Y.
BRISTOL Co., Waterbury 20, Conn.
CONSOLIDATED Phote Engravers Equipment Co., 1112
N. Homan Ave., Chicago, III.
\*\*DOUTHIT\*\* Corp., The, 680 E. Fort \$1., Detroit 26
\*\*Michagen\*\* Michigen
POWERS Regulator Co., 2400 Oakton, Skokie, III.
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.,
Chicago 21, III.
VULCAN Rubber Products, Inc., 58th S. & 1st Ave.,
Brooklyn 20, N.Y.
WESEL Mfg. Co., 1141 N. Washington Ave., Scron-

## DICTIONARIES

FUNK & Wagnalls, 153 & 24th St., New York 10, N.Y MERRIAM, G. & C., Co., 47 Federal St., Springfield 2

# **DIE-CUTTING LUMBER** (See Wood, Blocking, etc.)

# **DIE-CUTTING MACHINES**

1 Hollow Dies 2 Upright

ALTAIR Machinery Corp., 55 Vandom St., New York

FREMONT Tool & Die Co., 432 N. Wood St., Fremont,

HARRIS-Saybold Co., 4510 E. 71st St., Cleveland 5

HOBBS Mfg. Co., 26 Salisbury St., Worcester, Mass

HOLLINGSWORTH, William, Machine Co., 227 Holliday \*LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York

#PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio

ROBINSON, John T., Co., Hyde Perk 36, Mess.

SHERIDAN, T. W. & C. B., Co., 135 Lafeyette, New York 13, N.Y.

STANDARD Machinery Co., The, Mystic, Conn.

UNITED Shoe Machinery Corp., 140 Federal St., Boston 7, Mass.

**DIE-CUTTING PRESSES** 

\*AMERICAN Type Founders, Inc., 200 Elmera Ave., Elizabeth, N.J. ALTAIR Machinery Corp., 55 Vandom St., New York 13, ARTISTIC Die Mfg. Co., 2306 W. 8th St., Cincinneti 4, Ohio BRANDTJEN & Kluge, Inc., Come at Gaultier St., St. Paul,

Minn.

ACHAMPLAIN Co., 88 Liewellyn Ave., Bloomfield, N. J.

ACHAMPLAIR & Price Co., 6000 Carnegie Ave., Cleveland 3, Ohie

HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5

HOBBS Mrg. Co., 26 Solisbury St., Worcester, Mess.

ALAWSON, E. P., Co., 426 W. 33rd St., New York 1,

N.Y.
MILLER Printing & Mechinery Co., 1117 Reedsdole St.,
Pittsburgh 33, Pa.
\*\*PACKER Mfg. Co., Green Bay, Wis.
SMITH & Wunchester Mfg. Co., So. Windham, Conn.
STANDARD Paper Bax Machine Co., 476 Broome St.,
New York, N.Y.
THOMSON-National Press Co., Dean Ave., Franklin,

**DIE-HEATERS (For Hot Embossing** and Smashing)

ACME Electric Heating Co., 1217 Washington St., Boston 10, Mass.
THOMSON-National Press Co., Dean Ave., Franklin,

# DIE-MAKING MATERIALS

(Also see Rule)

1 Cork Composition
2 Cork-Rubber Composition
3 Rubber, Sponge
4 Rule, Bross
5 Rule, Steel
6 Steel Rule Cutters

ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New

AMERICAN Fabricators, 22 W. 21st St., New York 10, N.Y. N.Y.

BAR-PLATE Mfg. Co., Boston Post Road, Orange, Conn.
CORKPAK Co., Inc., The, 79 Argyle Ava., New Rachells, N.Y.

GOODRICH, B. F., Co., 500 S. Main St., Akron 18, Ohio HALE, Frank D., 64 Tonnele Ave., Jersey City 6, N. J.

HEATH Die Company, 382 Lafayette St., New York 3; N.Y.
HELMOLD, J. F., & Bro., Inc., 1462 Shakespeare Ave.,
Chicage 14, III. 5 6 Chicago 14, III. 5 6 MARKEL Rubber Products Inc., 514 Jackson Ave., New York 55, N.Y.

#RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamozoe

1 2 3 5 6 SIMONDS Saw & Steel Co., 470 Main St., Fitchburg #WILSOLITE Corp., 1827 Niegore St., Buffelo 7, N.Y.

# DIES, CUTTING AND EMBOSSING

(One Operation) ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New York, N.Y. AMERICAN Febricators, 22 W. 21st St., New York 10, N.Y. EMBOSSOGRAPH Corp., 38 W. 21st St., New York, N.Y. HEATH Die Ce., 382 Lofayette St., New York 3, N.Y. HOOLE Machine & Engraving Ce., 39 Main St., Broek-Lon M.Y. lyn, N.Y. SCHULTZ, E. C., & Co., 712 Federal St., Chicago 5,

DIES. HOLLOW

ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New York 10 AMERICAN Fabricators, 22 W. 21st Street, New York 10, N.Y. FREMONT Tool & Die Co., 432 N. Wood St., Frement, Dhie HEATH Die Co., 382 Lefayette St., New York 3, N.Y. SCHULTZ, E. C., & Co., 712 Federal St., Chicago 5, UNITED Shop Machinery Corp., 140 Federal St., Beston 7. Mass.

# DIES, SPECIAL FOR BOOKBINDERS AND SPECIALTY MFRS.

AMERICAN Febricators, 22 W. 21st St., New York, ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New York 10, N.Y.
ALVIN Co., 215 W. 20th St., New York 11, N.Y.
CUTWELL Steel Rule Die Co., 285 LeFeyette St., New
York 12, N.Y.
FREEDMAN Die Cutters, Inst., 128 Lefeyette St., New
York 12, N.Y.
FREMONT Tool & Die Co., 432 N. Wood St., Frement, Chio
O. B. C. Die and Manufacturing Co., 812 W. Belmont
Ave., Chicage 14, III.
HEATH Die Co., 382 Lefayerte St., New York 3, N.Y.
PAPKE, Wm. & Son, 434 Elm St., Cincinnati 2, Ohio
SCHMIDT, Geo. T., Inc., 4100 N. Ravenswood Ave.,
Chicage 13, III.
SCHULTZ, E. C., & Co., 712 Federal St., Chicage 5
UNITED Shee Muchinery Corp., 140 Federal St., Boston
7, Mass.

# DIES, STEEL RULE (See Steel Rule Cutting Dies)

# **DIE-STAMPING PRESSES AND ROLL** LEAF HOT STAMPING ATTACH-MENTS

1 Dis-Stamping Presses 2 Roll Leaf Hot Stamping

ALTAIR Machinery Corp., 55 Vandom St., New York 13, N.Y.

COE, W. H., Mfg. Co., 5414 W. Madson, Chicago, III. COUGHLIN Mfg. Co., 697-699 E. 132nd St., New York

1 2
KINGSLEY Stamping Machine Co., 850 Cahwenga Blvd.,
Hollywood 38, Cal.

MARKEM Machine Co., Congress St., Keene, N. H.

MATTHEWS, Jumes H., & Co., 3951 Forbes St., Pitts-burgh 13, Po.

OLSEN Mark Corp., 124 White St., New York, N.Y.

PEERLESS Roll Leaf Company Inc., 4511 New York Ave., Union City, New Jorsey

ROOVERS Bros., Inc., 3611 14th Ave., Brooklyn

STANDARD Machinery Co., Mystic, Conn.

STOLP-Gore Co., 710 W. Jackson Blvd., Chicago 6

# **DIE-STAMPING PRESSES, STEEL DIE** PRINTING AND EMBOSSING COPPERPLATE PRESSES AND SUPPLIES

SUPPLIES
CRONITE Co., The, 88th and Hudson Bivd., North Bergen, N. J.
OLNEY Machine Works, 4841 Rising Sun Ave., Philedeliphia 20, Pa.
OLSEN-Mark Corp., 124 White St., New York 13
PARSONS & Whittmore, Inc., 250 Park Ave., New York 17, N.Y.
ROOVERS Bros., Inc., 3611 14th Ave., Brooklyn

# **DIRECT PROJECTION MACHINE** (See Cylinder Making Equipment)

# DISTRIBUTOR ROLLERS, RECIPRO-**CATING (Vibrators)**

ACME Printing Appliance Co., 9455 Seymour Ave., Schiller Park, III.
BINGHAM'S, Sam'l, Son Mfg. Co., 636 Sherman St., Chicago S, III.
DAVIDSON Corp., Subs. of Mergentheler Linetype Co., 29 Ryerson St., Brooklyn 5, N.Y.
#GEGENHEIMER, William, 80 Roebling St., Brooklyn 1, N.Y. HUEBNER Laboratories, 182 N. Mamaroneck, Mamaroneck

# DOCTOR BLADE, GRINDING MACHINES

HANCHETT Mfg. Co., 906 N. Stute, Big Rapids, Mich. #HARRIS-Seybold Co., 4510 E. 71st 5t., Cleveland 5 LEHMANN, J. M., Co., Inc., 568 New York Ave., Lyndhurst, N. J. MOTTER'S, George F., & Sons, 132 S. Pershing Avenue, York, Pa.
STANDARD Process Corp., 2704 W. Roscoe St., Chicage,

**DOLLIES, PAPER ROLL** 

\*CLINE Electric Mfg. Co., 3405 W. 47th, Chicage \*GOSS Printing Press Co., 5601 W. 31st St., Chicage 50 \*HOE, R., & Co., Inc., 910 E. 138th St., New York 54, KOHLER System Co., 159 E. Chicago Ave., Chicago 11, III.
Lewis-Shopard Products, Inc., 239 Walnut Street, Water-town 12, Mass.
MARKET Forge Co., 30 Garvey St., Everett, Mass.
NUTTING Truck & Caster Co., Inc., 1125 W. Division St., Faribouit, Minn.

# DOUBLE ROLLING DEVICE

(Miehle V)

BEALL, Jack, 641 S. Dearborn St., Chicage 5, III. CORKPAK Co., The, 70 Argyle Ave., New Rochelle, N.Y. FARNSWORTH, John, Bourse Bidg., Philadelphia 6 GRAPHIC Arts Accessories, 388 Marquette Bidg., De-trolt, Mich.

# DRAWSHEETS AND TYMPANS, CYLIN-DER, ROTARY AND PLATEN PRESS (See Cylinder, Rotary and Platen Press Drawsheets and Tympans)

# DRIERS (See Ink Driers)

# **DRILLING AND SLOTTING EQUIP-**

\*AMERICAN Type Founders, Inc., 200 Elmore Ava., Elizabeth, N. J. BERRY Mechine Co., 716 N. First St., St. Leuis, Mo. BLACK & Decker Mfg. Co., 760 Pennsylvania Ave., Yowson 4, Md.
son 4, Md.
ACHALLENGE Mshy. Co., Grand Haven, Mich.
AFOSTER Mfg. Co., 13th & Cherry Sts., Philadelphia 7,

Pa: Pa: HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5 HELMOLD, J. F., & Bros., 1462 W. Shekespeere Ave., Chicago 14, Ill.
JONES, James H., Co., 808 W. Washington St., Chicago, III.

LASSCO Products, Inc., 485 Hague St., Rochester 6, N.Y. &LAWSON, E. P., Co., Inc., 426 W. 33rd St., New

York 1
MICK, Walter, K., Co., 500 Robert St., St. Paul 1, Minn.
MULLER, Ches. A., Co., 133 Lefayette St., New York

#NYGREN-Dehley Co., Inc., 1422 W. Aftgeld St., Chicago, III. ★PIONEER-Toledo Corp., 1130 Nebraska Ave., Taledo

2, Ohio SOUTHWORTH Machine Co., 30 Warren Ave., Portland,

Ma.
SUPER Speed Printing Machinery, Inc., 1712 East 27th
51., Claveland 14, Ohio
TURNER Printing Machinery, Inc., 2630 Payne Ave.,
Claveland 14, Ohio
WALLIN Printers Supply Co., 309 S. 13th St., Omnho,

### DROSS SIFTER

MONOMELT Co., Inc., 1611 Polk St., N.E., Minneapolis 13, Minn.

DRY PLATE NEGATIVE MATERIALS

ORT PLATE NEGATIVE MAIERIALS
CRAMER, G., Dry Plate Co., 1835 Shenandoah Ave.,
St. Louis 4, Mo.
CONSOLIDATED Hammer Dry Plate & Film Co., 2711
Miami St., St. Louis 18, Mo.
EASTMAN Kedek Co., Rochester 4, N.Y.
PHILLIPS & Jacobs, 622 Race St., Philadelphia
SENEFELDER Co., The, 32 Greene St., New York 13, N.Y.
WILLIAMS, Brown & Earle, 994 Chestnut St., Philadelphia, Pa.

# DRYING CABINETS FOR NEGATIVES AND PRINTS

AND PRINTS

AMSTERDAM Cont'l. Types & Graphic Eqp., Inc., 268 4th
Ave., New York 10, N.Y.

CHEMCO Photoproducts Co., New St., Glen Cove, N.Y.

POUTHIT Corp., 680 E. Fort St., Detroit 26, Misch

MASTER Etching Machine Co., Inc., 127 Greenwood
Ave., Wyncote, Pe.

PHILLIPS & Jacobs, 622 Race St., Philadelphia

SIMPLEX Specialty Co., Inc., 116 W. 14th St., New

York, N.Y.

WILLIAMS, Brewn & Earle, 904 Chestnut St., Philadelphia, Pa.

EASELS, CARDBOARD

ALVIN Co., 215 W. 20th St., New York 11, N.Y. FREEDMAN Die Cutters, Inc., 281 Lafayette St., New York 12, N.Y.

# **EDITION MARKERS, NEWSPAPER**

\*GOSS Printing Press Co., The, 1535 5. Paulina St., Chicago 8, III.

# EGGSHELLING MACHINES (See Embossing Machines, Roller)

**EJECTOR PRESS PUNCHES** 

ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New York 10, N.Y. AMERICAN Fabricators, 22 W. 21st St., New York 10, N.Y.
DUDLEY, Kenneth E., Co., Box 806, Hegerstown, Md.
HELMOLD, J. F., & Bros., 1462 W. Shakespears Ave.,
Chicage 14, Ill.
MARKEL Rubber Products Inc., 514 Jackson Ave., New
York 55, N.Y.
\*\*RICHARDS, J. A., Co., The, 903 N. Pitcher St., Kulemaxoe 13F, Mich.

**ELECTRIC EYE REGISTER CONTROL** 

BECK, Chas., Machine Corp., 44 Church Road, King of Prusia, Pa.
CAMERON Machine Co., 61 Popular St., Brooklyn 2
¢CHAMPLAIN Co., 88 Llewellyn Ave., Bloomfield, N. J.
¢CLINE Electric Mfg. Co., 3405 W. 47th St., Chicage
6. III. ELECTRIC Eye Equipment Co., 1930 E. Fairchild St., Danville, III.
GENERAL Electric Co., 1 River Rd., Schenectedy 5, N.Y.
POTDEVIN Machine Co., Inc., 226 North Street, Teter-POTDEVIN Machine Co., lot., 226 North Street, Totor-boro, N. J. SMITH & Winchester Mfg. Co., South Windham, Conn. WESTINGHOUSE Electric & Mfg. Co., East Pittsburgh,

**ELECTRICITY GENERATORS** 

ALLIS-Chalmers Mfg. Co., 1127 S. 70th St., Milwaukee 2, Wis.

2, Wis.

CATERPILLAR Tractor Co., Peorle, III.

GENERAL Electric Co., 1 River Rd., Schenectedy S, N.Y.

RELIANCE Electric & Engineering Co., 1088 Ivanhoe

Road, Cleveland 10, Ohio

# **ELECTRONIC MOTOR CONTROLS**

ALLEN-BRADLEY Co., 136 W. Greenfield Ave., Milwoukee, Wis. #CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukse ELECTRON Equipment Corp., Box 229, South Pasadona, GENERAL Electric Co., 1 River Rd., Schenectudy 5, N.Y.

RELIANCE Electric & Engineering Co., 1088 (vanhoe Road, Cleveland 10, Ohio

**ELECTROTYPE BEARERS** 

\*\*AMERICAN Steel Chese Co., 3131 48th Ave., Long Island City, N.Y.
ECONOMY Printers Products Co., Inc., 609 S. La Saile St., Chicago S, Ill.
MONOMELT Co., Inc., 1611 Polk St., N.E., Minneepolis 13, Minn. PRINTERS Supply Service, 719 S. Dearborn St., Chicago

# **ELECTROTYPERS' PLATING EQUIP-**

HANSON-Van Winkle-Munning, Mattawan, N. J. OSTRANDER-Seymour Co., 1710 N. 25th St., Melrose

# **ELEVATORS, PAPER HANDLING**

(Tiering Machines) AUTOMATIC Trensportation Co., 101 W. 87th St., Chicago, III. Chicago, III. \*CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago

32, III.
EASTON Car & Construction Co., Easton, Pa.
ECONOMY Engineering Co., 4511 W. Lake \$1., Chicago ELWELL Parker Electric Co., 4517 St. Clair Ave., Cleve-

cogo 14, III. REVOLVATOR Co., 86th & Tonnelle Ave., North Ber-

gen, N.Y. SERVICE Caster & Truck Corp., 681 N. Brownswood Ave., Albion, Mich. SOUTHWORTH Machine Co., 30 Warren Ave., Portland,

# **EMBOSSING MACHINES, ROLLER** (Eggshelling, Pebbling, Roughing and Stippling)

CAVAGNARO, John J., 5th & Essex Sts., Harrison, N. J. \*HUDSON-Sharp Machine Co., 1201 Main St., Green Bay, Wis. KNOWLTON, M. D., Co., Rochester, N.Y. KOHLER System Co., 159 E. Chicago Ava., Chicago 11, KOHLER System Co., 107.

III.

MARCONETTI, A. E., Inc., New York, N.Y.

PAPER Converting Machine Co., Green Bay, Wis.

POTDEVIN Machine Co., Brooklyn 18, N.Y.

RUTHERFORD Machinery Co., Div. Sun Chemical Corp.,

19th St. & 44th Ave., Long Island City, N.Y.

SANDY Hill Iron & Brass Works, 27 Allen St., Hudson
Falls, N.Y. Falls, N.Y. WALDRON, John, Corp., New Brunswick, N. J.

EMBOSSING MACHINES, ROLLER,

ROLLS (Embossing Cylinders)
BINGHAM's, Sam'l, Sons Mfg. Co., 636 Shermun St.,
Chicago S, Ill.
#HUDSON-Sharp Muchine Co., 1201 Muin St., Green
Bay Wis Bay, Wis. SANDY Hill Iron & Bruss Works, 27 Allen St., Hudson Falls, N.Y.
STONE, Thos. & George M., 502 Mulberry St., New-ark S, N. J.

# **EMBOSSING MACHINES, UPRIGHT**

CRAFTSMEN Muchinary Co., 575 Atlantic Ave., Baston 10, Moss. EMBOSSOGRAPH Corp., 38 W. 21st St., New York 10, PAPER Converting Machine Co., 601 Harvey, Green Bay, Wis.

PARSONS & Whittmore, Inc., 250 Park Avenue, New York 17, N.Y.

SHERIDAN, T. W. & C. B., Ce., 129 Lafayette \$1., New York 13, N.Y.

STANDARD Machinery Ce., Mystic, Conn.

# EMPLOYMENT SERVICE

★GRAPHIC Arts Employment Service, 307 E 4th \$1., Cincinnati, Ohio

# **ENGRAVED STATIONERY FOR THE** TRADE

ECKER & Willocker & Co., 414 N. 12th St., St. Louis 1, Me. SIEGRIST Engraving Co., 924 Oak St., Kansas City 42, Missouri STAUDER Engraving Co., 4130 Belmont Ave., Chicago

# **ENGRAVING MACHINES FOR** METAL, BANK NOTES, etc.

AMSTERDAM Cont<sup>1</sup>. Types & Graphic Eqp., Inc., 268 4th Ave., New York 10, N.Y. CRONITE Co., 88th St. & Hudson Blvd., North Ber-gen, N. J. GORTON, George, Machine Co., 1320 Racine St., Racine, Wis.

# **ENGRAVING MACHINES FOR** PLASTIC PLATES

CONSOLIDATED Photo Engravers Equipment Co., 1112 N. Homan Ave., Chicago, III. FAIRCHILD Graphic Equipment, Inc., 88-06 Van Wyck Expressway, Jamaica 1, New York

# ENGRAVING PANTAGRAPH. MACHINE FOR WOOD

OLSEN Mark Corp., 124 White St., New York 13, N.Y. STONE, Thes. & George M., 502 Mulberry St., Newerk 5, N. J.

# **ENVELOPE MAKING MACHINES**

LESTER & Wasley Co., Inc., 513 N. Main St., Norwich, Moore, Kenneth J., & Co., 1778 W. Estes Ave., Chicago PEARCE Development Co., 1606 East 30th St., Cleve-PRARCE Development Co., 1606 East 30th St., Cleve-land 14, Ohle SMITHE, F. L., Co., 633 W. 44th St., New York, N.Y. STANDARD Duplicating Machines Corp., 1935 Revere Beach P'kw'y, Everett 49, Mass. STAUDE, E. G., Div., The Sperry Corp., 2675 Univer-sity Ave., St. Poul 4, Minn.

## **ENVELOPE OPENERS**

COMMERCIAL Controls Corp., 1 Leighton Ave., Rechester 2, N.Y.

†PITNEY-Bowes, Inc., 757 Pacific St., Stamford, Conn.

# **ENVELOPE SEALING MACHINES**

AMSCO Pockeging McHy, Co., 31-31 48th Ave., Long Island City, N.Y. COMMERCIAL Centrels Cerp., 1 Leighton Ave., Roch-ester 2, N.Y. \*PITNEY-Rowes, Inc., 757 Pacific St., Stamford, Conn. SEAL-O-Matic Dispenser Corp., 169 Murray St., Newark, STANDARD Duplicating Machines Corp., 1935 Revere Beach Pkwy., Everett 49, Mass.

# ESTIMATING GUIDES

1 Ink Consumption
2 Job Printing Cost
3 Paper
4 Type Conversion Rules
2 3 4

BALDWIN Paper Co., 233 Spring St., New York

CLEVELAND Paper Co., Gale Craig, 1640 Superior Ave., Cleveland 14, Ohie

HOCH, Fred W., Associates, Inc., 461 Eighth Ave., New York 1, N.Y.

1 2 3 4

PORTE Publishing Co., 952 E. 21st South St., Salt Lake
City 5, Utah

SINCLAIR & Valentine, 611 W. 129th St., New York

# **ETCHES, STEEL and COPPER PLATE**

CRONITE Co., The, 88th & Hudson Blvd., North Bergen, N. J.
PHILLIPS & Jacobs, 622 Race St., Philadelphia 6

# FICHING MACHINES

AURORA School of Photoengraving, Aurora, Mo. BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., BRIDGEFORT Engavers Supply Co., 227 Atlantic Ave., Boston, Mass.

BROWN, W. A., Mfg. Co., 2035 Charleston Ave., Chicago 47, III.

CHEMCO Photoproducts Co., New St., Glen Cove, N.Y.

CONSOLIDATED Photo Engavers Equipment Co., 1112

N. Homan Ave., Chicago, III.

CRONITE Co., The, 88th & Hudson Bird., North Bergen, N.J.

DOUTHITT Corp., The, 680 E. Fort St., Detroit 26, Michigan Michigan EMBOSSOGRAPH Corp., 38 W. 21st St., New York 10, N.Y. HOLMSTROM, Axel, Etching Machines, 321 Walnut St., Philadelphia, Pa MASTER Etching Machino Co., Inc., 127 Greenwood Ava., Wyncete, Pa PHILLIPS & Jacobs, 622 Rose St., Philadelphia ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ava., Chicago 31, III.
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6, U. S. Stoneware Co., 60 E 42nd St., New York 17

**ETCHING MACHINES for MARKING** IDEAL Industries, Inc., 6001 Perk Ave., Sycomere, III.

# **EXHAUST SYSTEMS**

DE VILBISS Co., 300 Phillips Ave., Tolede, Ohie GENERAL Research & Supply Co., 527 S. Division, Grand Rapids, Mich. PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14, III.

# EYELETTING, BRASS

FREEDMAN Die Cuttors, Inc., 281 Lafayette St., New York 17, N.Y. \$STANDARD Tag Co., 116 Duone St., New York

# **EYELETTING MACHINES**

(See Tag Machinery) BATES Mfg. Co., 30 Vesey St., New York 7, N.Y. MAKATAO Co., 2 Linden St., Reading, Mass. UNITED Shoe Machinery Corp., 140 Federal St., Baston, WAKEFIELD Machine Co., Inc., Wakefield, Mass.

AMERICAN Bross Co., Waterbury 20, Cann.
HHOE, R., & Co., Inc., 910 E. 138th St., New York
STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave.,
Brooklyn S, N.Y.
UNITED Shoe Machinery Corp., 140 Federal St., Boston

# EYELETS, TELESCOPIC (Plastic)

KIRK, F. J., Molding Co., Brook St., Clinton, Mass.



# FANS, PRESS ROLLER COOLING

AMERICAN Blower Corp., Box 58, Roosevelt Park Annex, Detroit 13, Mich. nex, Detroit 13, Mich.
CONSOLIDATED Photo Engravers Equipment Co., 1112
N. Homon Ave., Chicago, III.
ILG Electric Ventilating Co., 2850 N. Crawford Ave.,
Chicago 41, III.
TRANE Co., 2nd & Cameron Ave., La Crosse, Wis.

# FANS, PROPELLER

AMERICAN Blower Corp., Detroit 32, Mich. BINKS Mfg. Co., 3114 W. Carroll Ave., Chicago 12, Ill. EMERSON Electric Mfg. Co., 8100 Florissant, 51, Louis 21 l, Mo. Electric Ventilating Co., 2850 N. Crawford Ave., Chicago 41, III.
TRANE Co., 2nd & Cameron Ave., La Crosse, Wis.
WESTINGHOUSE Electric Corp., P. O. Box 868, Pins-

# FANS, VENTILATING

AMERICAN Blower Corp., Detroit 32, Mich. EMERSON Electric Mfg. Co., 8100 Florissont, St. Louis burgh, Pa. WING, L. J., Mfg. Co., 154 W. 14th St., New York

# FASTENERS, PAPER

BOSTITCH, Inc., Mechanic St., Westerly, Rhode Island & DENNISON Mfg. Co., 300 Howard St., Frumingham, Muss.
HELLER Corp., The, 2135 Superior Ave., Cleveland 6
STIMPSON, Edwin B., Co., Inc., 79 Franklin Ave.,
Brooklyn S, N.Y.
SOUTHWORTH Machine Co., 30 Warren Ave., Portland,

Missins
WILSON Jones Co., 209 S. Jefferson St., Chicago 6, III.

# FEATHER EDGING MACHINES

LESTER & Wasley Co., 513 N. Main St., Norwish, Conn.

# FEEDERS

EDERS

1 Cardhoard Feeders
2 Cylinder Press Feeders
3 Envelope Feeder (Two-up)
4 Falding Machine
5 Dumming Machine
6 Perforating Machine
7 Platen Press
8 Boil Leaf
9 Roll Poper
10 Ruling Machine
11 Retery Press, Sheet-fed
12 Streem Feeders
1 2 3 4 5 6 7 8 9 10 11

12 ADDRESSOGRAPH-Multigraph Corp., 1200 Bubbit Rec Cleveland, Ohio

ALVIN Co., 215 W. 20th St., New York 11, N.Y. ALTAIR Machinery Corp., 55 Vandam St., New York

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Avo., New York 10, N.Y.

BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass. \*BAUM, Russell Ernest, 615 Chestnut St., Philadelphia 6, Pa.

BRANDTJEN & Kluge, Inc., Gaultier St. & Come Ave., St. Paul, Minn. 7 CAMERON Machine Co., 61 Poplar St., Brooklyn 2, N.Y. CHAMBERS Bros. Co., 52nd & Media Sts., Philadelphia,

2

2 3 4 5 6 7 8 9 10 11 \*CHANDLER & Price Co., 6000 Carnegie Ave., Cleve-

\*\*COTTRELL Company, The, A Subsidiary of Harris-Sey-bold Co., Box 315, Westerly, R. I. DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn S. N.Y.

11 \*DEXTER Folder Co., Pearl River, N.Y. 11

#GENERAL Research & Supply Co., 527 S. Division St., Grend Repids, Mich.

HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa. 1 4 5 6 9 10 \*HUDSON-Sharp Machine Co., 1201 Main St., Green

KOHLER Systems Company, 159 E. Chicago Ave., Chicago 11, Illinois McADAMS, John, & Sons, Inc., 20 Knight St., Norwelk, Conn.

\*MAGNACRAFT Mfg. Co., 3138 W. Chicago Ave., Chicogo 22, III.

12 NAGEL-Ryan Mfg. Co., Inc., 4363 Woodward Ava., Royal Oak, Mich. NEW Jersey Machine Corp., Hobeken, N. J.

PEERLESS Roll Loaf Co., Inc., 4511 New York Ave., Union City, N. J. 8 SCOTT, Walter, & Co., 535 South Ave., Pluinfield, N.J.

SPECIALTY Automatic Machine Co., 200 Boston Ave., Medferd, Moss.

SUPER Speed Printing Machinery, Inc., 1712 E. 27th 51. Clevelend 14. Ohio

112 IRNER Printing Machinery, Inc., 2630 Payne Ave., Cleveland 14, Ohle 1 2 4

ZANETTI, A. D., Machine Works, Inc., 1630 Jerreld Ave., San Francisco, Colif. 10

# FEEDERS, METAL, FOR COMPOSING MACHINES

COFFING Heist Div., Duff-Norton Company, 800 Walter Street, Danville, III. \*INTERTYPE Corporation, 360 Furman St., Brocklyn 2, N.Y. #LINOTYPE Maintenance Co., 273 Broadway, New York 1, N.Y. MARGACH Mfy. Co., Inc., 82 Bookman St., New York, N.Y. \*MERGENTHALER Linetype Co., 29 Ryerson St., Brook-Iyn 5, N.Y. MISSOURI-Central Type Foundry, P.O. Box 2066, Wichita, MONOMELT Co., Inc., 1611 Polk St., N.E., Minneapo-MONOMELT Co., Inc., 1611 Polk St., N.E., Minneape-lis 13, Minn.

\*MONTGOMERY Co. Inc., P.O. Box 309, Towarda, Pa.

\*STAR Perts Inc., 2 S. Main St., So. Heckenseck, N.J.

STREAMLINE Metal Feeder Co., 104 Walker St., New York 13, N.Y.

TAYLOR-Made Rule Co., 65 Flatbush Ava., Brooklyn UNITED American Metals Carp., Calyer & Diamond Sts., Brooklyn 22, N.Y.

# FEEDING ATTACHMENTS, CARBON **FORMS**

STANDARD Register Co., 626 Albuny St., Dayton 1

# FIBER SIGN PASTER FOLDER

ANDERSON, C. F., & Co., 3225 Columet Ave., Chicago

# FILM CEMENT

CHEMCO Photoproducts Co., New St., Glen Cove, N.Y. LOX Mfg. Co., 3310 E. 31st St., Konsos City 3, Mo. PHILLIPS & Jacobs, 422 Race St., Philadelphia WILLIAMS, Brown & Earle, 904 Chestnut St., Philadel-phia, Pa.

# FILM GUIDE MACHINES

YOUNG Engineering Co., 2429 N. Sheffield, Chicago 14, III.

# FILM HOLDERS

FILM MOLDERS
BROWN Ceating Eggt. Co., Wellsten, Ohio
CONSOLIDATED Photo Engravers Equipment Co., 1112
N. Homon Ave., Chicage, Ill.
4DOUTHIST Corporation, 480 E. Fart St., Detroit
EASTMAN Kedak Co., 343 State St., Rechester 4, N.Y.
ROBERTSON Photo-mechaniz, Inc., 7440 Lawrence Ave.,
Chicage 31, Ill.
WILLIAMS, Brewn & Earle, 904 Chestnut St., Philadelphile Pe.

# FILM, PAPER, PLATES

PILIN, PAPER, PLATES
ANSCO, 40 Charles St., Binghamton, N.Y.
CALIFORNIA Ink Ce., Inc., 545 Sonomo St., Sen
Francisco, Cel.
CHEMCO Photoproducts Ce., New St., Glen Ceve, N.Y.
CONSOLIDATED Hemmer Dry Plute & Film Ce., 2711
Miami St., St. Louis 18, Ma.

CRAMER Dry Plate Co., G., Lemp & Shenandooh Ave., St. Louis. Ma. St. Louis, Mo.
DEFENDER Photo Supply, Inc., 666 Driving Park Avs.,
Rochester, N.Y.
Di-Nec Chemical Arts, Inc., Photographic Div., 1700 Rochester, N.Y.

Di-Noc Chemical Arts, Inc., Photographic Div., 1700
London Roed, Cleveland, Ohio
DU-NITT Corp., 680 E. Fort St., Detroit 26
du Pont, E. I. de Nemours Photo Products Dept., 1428
Nemours Bidg., Wilmington 98, Del.
EASTMAN Kediak Co., 343 State St., Rochester 4, N.Y.
GEVAERT Co. of America, Inc., 423 W. 55th St., New
York, N.Y.
HALOID Co. 52 328

York, N.Y. STANSPICE, INC., 923 W. 33ff St., New York, N.Y. ILFORD, Limited, 37 W. 65th St., New York 23, N.Y. PHILLIPS & Jocobs, 622 Race St., Philadelphia WILLIAMS, Brown & Earle, Inc., 904 Chestnut St., Philadelphia 7, Pa.

# FINISHING EQUIPMENT, ELECTRO-TYPERS' AND STEREOTYPERS'

\*COTTRELL Company, The, A Subsidiary of Harris-Sey-bold Ce., Box 515, Westerly, R. I. \*GOSS Printing Press Co., 153 S. Paulina St., Chicage 8, 111. \*HOE, R., & Co., Inc., 910 E. 138th St., New York \*RICHARDS, J. A., Co., 903 N. Pitcher St., Kolomasse 13F, Mich. SHAW Machine & Tool Co., 1151 Temple St., Los Angeles, Calif. \*WESEL Mfg. Co., 1141 N. Washington Ave., Scran-

## **FIRE EXTINGUISHERS AND REFILLS**

AMERICAN-La Franco Corp., 138 E. LaFranco St., Elmira, \*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 16, N.Y.
DIENER, Geo. W., Mfg. Co., 400 N. Monticello, Chicage 24, III.
PYRENE Mfg. Co., 560 Belmont Ave., Newark 8
RANDOLPH Leberatories, Inc., 8 E. Kinzle 5t., Chicage
II, III.
WIL-X Mfg. Co., subsidiary, Margenthalor Linetype
Co., 29 Ryerson St., Brooklyn, N.Y.

# **FLANNELS**

REST, Edward, & Co., P. O. Box 1752, Boston, Mess. CORKPAK Co., 70 Argyle Ave., New Rochelle, N.Y. FUCHS & Leng Mfg., Div. Sun Chemical Cerp., 10th St. & 44th Ave., Long Island City 1, N.Y. GODFREY Roller Co., 211 N. Cemet St., Philadelphia 7, Po.
7, Po.
HOUSE, Chas. W., & Sons, Inc., 505 5th Ave., New York 17, N.Y.
ROBERTS & Porter, Inc., 555 W. Adams St., Chicago #SIEBOLD, J. H. & G. B., Inc., 150 Variek St., New York 13, N.Y.
SINCLAIR-Valentine Co., 611 W. 129th St., New York 77 N.Y.

# FLOCK

CELLUSUEDE Products, Inc., 500 N. Madison St., Rockford, III. CLAREMONT Waste Mfg. Co., 169 Main St., Claremant, N.H. NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, III. RAYON Processing Co., 1 Moshassuck St., Pawtucket, R.I.

# FLOCK PRINTING SUPPLIES

CELLUSUEDE Products, Inc., 500 N. Medison St., Rockford, III.

#GENERAL Research & Supply Co., 527 S. Division,
Great Register, Mich. Grand Rapids, Mich.

NAZ-DAR Co., 469 Milwaukee Ave., Chicago 10
SINCLAR and Valentine Co., 611 W. 129th St., New York 27, N.Y.

# FLOOR POLISHING and SCRUBBING MACHINES

BREUER Electric Mfg. Co., 5100 N. Ravenswood Ave., Chicage, III. HLD Floor Machine Co., 740 W. Washington Blvd., Chicage, III. Chicago, III. TENNANT, G. H., Co., 701 N. Lilac Dr., Minneapolis 22, Minn. WEST Disinfecting Co., 42-16 West St., Long Island City.

# FLOORING

JENNISON-Wright Corp., 2463 Broodway, Toledo STONHARD Company, 1306 Spring Garden St., Phila-delphia 11, Pa. U. S. Stoneware Co., 60 E. 42nd St., New York 17, N.Y.

# **FLUORESCENT and PHOSPHORESCENT PRODUCTS**

CAMDEN Ink & Color Co., 1001 Market St., Camden, N.J.
CENTRAL Compounding Company, 1718 N. Damen
Ave., Chicago, Ill.
CONTINENTAL Lithograph Corp., 952 E. 72nd St.,
Cleveland 8, Ohio
CRAFTINT Mfg. Co., 1615 Collamer St., Cleveland 13,
Akia. Ohie
FRINK, Cerp., The, 27-01 Bridge Plaza North, Long
Island City, N.Y.
\*OENERAL Research & Supply Co., 527 S. Division Ave.,
Grend Repids, Mich.
NAZ-Dor Co., 461 Milwoukee Ave., Chieage 10, III. SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y. York 27, N.Y. SWITZER Brothers, Inc., 4732 St. Clair Ave., Cleveland J. Chio
U.S. RADIUM Corporation, Morristown, N.J.

# FLUORESCENT PROCESS—COLOR CORRECTION

FRINK, Corp., The, 27-01 Bridge Plaza North, Long Island City, N.Y. GRAPHIC Arts Corp., 110 Ottowa, Toledo, Ohio ROSCO Loboratories, 29 Moore St., Brooklyn

## **FLYING PASTERS FOR PRESSES**

\*CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago 32, III.
FORD Instrument Co., 31-10 Thomson Ave., Long Island City 10, N.Y.

\$GOSS Printing Press Co., 5601 W. 31st 51., Chicago 50, 4HOE, R., & Co., Inc., 910 E. 138th 51., New York KOHLER System Co., 159 E. Chicago Ave., Chicago WOOD Newspaper Machinery Cerp., 501 Fifth Ave., New York 17, N.Y.

# **FOIL AND LEAF**

Aluminum or Bronze Powder
Aluminum Feil, Plain and Colored
Copper Foil
Colored Gold Feil and Leef
Gold Leef, Reli
Gold Leef, Sheet and Aluminum Leef, Sheet Gold Leaf, Sheet and Aluminum Leaf, Sheet and Roll
 I mitation Gold Foil and Leaf
 Lead and Tin Foil
 Palladium Leaf
 Silver Foil and Leaf
 Silver Foil and Leaf
 ALL Purpose Roll Leaf Corp., 37 W. Century Road, Paramus, N.J. ALLIED Finishing Specialties, 2639 W. Grand Ave., Chicage 12, III.

1 IIIIINUM Co. of America, 801 Gulf Building, Pitts-burgh 19, Pa.
1 2 6
ATIANTIC Powdered Metals, Inc., 38 Park Rew, New York 1, N.Y.

BOTH, O. A., Corp., 2306 Washington St., Newton Lower Falls, Mass.

COL W. H., Mfg. Co., 5414 W. Madison, Chicago, III.
4 5 6 7 10 11
COUGHLIN Mfg. Co., 697-699 E. 132nd 51., New York 54, N.Y.

EMBOSSOGRAF Corp., 38 West 21st St., New York
4 5 6 7

\*\*FEDERATED Metals Div., American Smelting & Refining Co., 120 Broadway, New York 15, N.Y.

GANE Brothers & Lane, Inc., 1355 W. Lake St., Chicago

6, III.

GRAUERT, R. W., Inc., 66 W. Broadway, New York

4 C 7

GOLD Leaf & Metallic Powders, Inc., 145 Nassau St., New York 38, N.Y.

GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 East 21st 51., New York 10, N.Y. 7 10 11 HASTINGS & Co., Inc., 2318 Market St., Philadelphia 3,

ILLINOIS Bronze Powder Co., 2023 S. Clark St., Chicago 16, III. JOHNSTON Feil Mfg. Co., 6100 S. Broadway, St. Leuis,

Ma. 2

KINGSLEY Stamping Machine Co., 850 Cahuenga Bivd.,
Hollywood 38, Calif.
2 3 4 5 9 10

\*\*BIATCHFORD Div. National Lead Co., 111 Broadway,

New York
NAZ-Dor Ce., 461 Milweukee Ave., Chicago 10, III.
OLSEN-Mark Corp., 124 White St., New York 13, N.Y.
2 4 5 6 7 10 11
PERRESS Roll Leaf Co., Inc., 4511 New York Ave.,
Union City, N. J.
2 3 4 5 6 7 9 10 11

2 3 4 5 6 7 9 10 11 REYNOLDS Metals Co., 2500 S. Third St., Louisville, SENEFELDER Co., Inc., 32-4 Greene St., New York 13.

SWIFT, M., & Sons, Inc., 10 Love Lune, Hartford, Cenn.

5 6 7 9 10 11
SWITZER Brothers, Inc., 4732 St. Clair Ave., Cleveland

4a WEHRUNG & Billmeier Co., 3624 Lincoln Ave., Chicago 5 6 .

# FOIL, ELECTROTYPERS'

DIVISION Leed Co., 7742 W. 61st Place, Summit, III.

\*\*FEDERATED Metals Div., American Smelting & Refining Co., 120 Broadway, New York 15, N.Y.

JOHNSTON Foil Mfg. Co., 6100 S. Broadway, St. REYNOLDS Metals Co., 2500 S. Third St., Louisville, Kentucky
UNITED American Metals Corp., 200 Diamend St.,
Brooklyn 22, N.Y.

# **FOLDING MACHINES AND PRESS-**

ATTACHED FOLDERS

1 Folding Machines, Commercial Job
2 Folding Machines, Fanfold
3 Folding Machines, Letter
4 Folding Machines, Letter
5 Folding Machines, Newspaper
6 Folding Machines, Newspaper
6 Folding Machines, Quire & Section
7 Folders (press-attached), Megazine
8 Folders (press-attached), Newspaper
9 Folders, Specialty
1 2 4 5 6 7 8 9
ADDRESSING Machine & Equip. Co., 326 Brandway,
New York 7, N.Y.
1 ADDRESSION

ADDRESSOGRAPH-Multigraph Corp., 1200 Babbit Rd.,

\*AMERICAN Type Founders, Inc., 200 Elmora Ave. Elizabeth, N. J.

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10, N.Y. ANDERSON, C. F., & Co., 3225 Calumet Ave., Chicago,

BABCOCK Printing Press Corp., 800 Waynesburg Rd., S. E. Canton 1, Ohio

7 8 9 BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass.

\*BAUM, Russell Ernest, 615 Chestnut St., Philadelphia

1 3 4 5 BROWN Folding Machine Co., 3767 Chester Ave., Cleve-land 14, Ohio land 14, Ohio 1 4 5 CHAMBERS Bros. Co., 52nd & Media Sts., Philadel-

↑ COTTRELL Company, The, A Subsidiary of Harris-Seybold Co., Box 515, Westerly, R. I.

DAVIDSON Corp., Subs. of Mergenthaler Linetype Co., 29 Ryerson St., Brooklyn S, N.Y.

\*DEXTER Folder Co., Pearl River, N.Y.

1 3 4 5 7

EMPIRE Metal Company, 820 E. Water St., Syracuse 3,

N.Y. \*GOSS Printing Press Co., 5001 W. 31st St., Chicago 50 \*HOE, R., & Co., 910 E. 138th St., New York 54, N.Y.

\*HUDSON-Sharp Machine Co., 1201 Main St., Green

KOHLER System Company, 159 E. Chicago Ave., Chicago 11, Illinois ★McADAMS, John & Son, 20 Knight St., Norwalk, Conn. MASTER Folding Machine Co., 3000 Weedhill Rd., Cleveland, Ohio

MENDES, J. Curry Co., 500 S. Clinton St., Chicago, III. MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio

MODERN Equipment Co., 2011 Cuming \$1., Omaha 2,

MOTTER'S George F., Sons, 132 S. Pershing Ave., York, \*NELSON, C. B., & Co., 508 S. Kolmar Ave., Chicago

PAPER Converting Mach. Co., Inc., 601 Hervey St., Green Bay, Wis.

\*PITNEY-Bowes, Inc., Walnut & Pacific Sts., Stamford, SCHRIBER Mach. Co., 4900 Webster St., Dayton, Ohio

STAUDE, E. G., Div., the Sperry Corp., 2675 University Ave., St. Paul 4, Minn.

WALDRON, John, & Co., Inc., River Rd., New Brune wick, N. J. 9
\*\*WESTERN Printing Mchy. Co., 3519 N. Spaulding Ave., Chicago, Illinois 7

# FORMERS AND SCORCHERS

BATES Mfg. Co., 30 Vesey St., New York 7, N.Y.

\$GOSS Printing Press Co., 5001 W. 31st St., Chicago 50
HAMMOND Machinery Builders, Inc., 1664 Dougles
Ave., Kalemezeo St., Mich.

\$HOE. R., & Co., Inc., 910 E. 138th St., New York
NCLAN Corporation, 1333 E. Dominick St., Reme, N.Y.
PRINTING Equipment Corp., N. Republic Ave., Jellet, SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Calif.
STA-HI Corporation, 1235 W. Weshington Blvd., Whitter, Calif.
STRECTYPE Equipment Co., 2815 Irving Park Rd., Chicage 18, III.

# FOUNTAIN DIVIDERS, INK

ACME Printing Appliance Co., 9435 Seymour Ave., Schiller Park, III.

\*\*AMERICAN Type Founders Inc., 200 Elmora Ave., Schiller Park, III.

\*AMERICAN Type Founders Inc., 200 Elmora Ave.,
Elizabeth, N.J.

BAR-PLATE Mfg. Ce., Boston Post Road, Orange, Conn.

\*COTTRELL Co., The, A Subsidiary of Harris-Seybold Ce.,
Box 315, Westerly, R.I.

\*DAYTON Rubber Mfg. Co., 2342 W. Riverview Ave.,
Dayton Chia Dayton, Ohio +HOE, R., & Co., 910 E. 138th St., New York 84 \*PRINTING Machinery Co., 436 Commercial Sq., Cincin-

# FOUNTAINS, GASOLINE, SAFETY BRUSH

SMITH, Francis X., Co., 952 E. 93rd St., Brooklyn

**FOUNTAINS, INK, GUNS** DIAMANT Ink Gun, 140 W. 17th St., New York 11

# FOUNTAINS, INK, NEWSPAPER, COLOR, PORTABLE

★GOSS Printing Press Co., 5601 W. 31st St., Chicago 50 ★HOE, R., & Co., Inc., 910 E. 138th St., New York 54

# FOUNTAIN SOLUTIONS, OFFSET-LITHO

BRADEN Sutphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave.,

BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Soston, Mess.
FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp.,
10th St. & 44th Ave., Long Island City 1, N.Y.
★GEN. Printing Ink Co., Div. Sun Chemical Corp., 16th
and 44th Ave., Long Island City 1, N.Y.
HARRIS-Seybold Co., 4510 € 7.1st 5t, Cleveland 5
HILL-Hentschel Co., 3928 Cleyton Ave., St. Leuis 11,
4NTERCHEMICAL Corp., Printing Ink Division, 67 W.
44th St., New York 19, N.Y.
★LITHO Chemical & Supply Co., 46 Harriet Pl., Lynbrook, L.I., N.Y.
McKINLEY Litho Supply Co., 1623 John St., Cincinnati
14, Ohio.

14. Ohio Jacobs, 622 Race St., Philadelphia 6, Pa. SENEFELDER Co., The, 32 Greene St., New York 13, M-Y. \$SIEBOLD, J. H. & G. B., 150 Varick St., New York SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.

# **FURNACES**, METAL

1 Remelting Composing Room (Pig Molds and Tools) 2 Storostype

FISHER Furnace Div., Lindberg Engineering Co., 2456 W. Hubbard St., Chicago 12, III.

\*GOSS Printing Press Co., 5001 W. 31st St., Chicago 50 \*HOE, R., & Co., Inc., 910 E. 138th St., New York

1 2 IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chleuge

INDEPENDENT Electric Machinery Co., 300 Southwest Blvd., Kansas City 8, Mo.

\*INTERTYPE Corporation, 360 Furman St., Brooklyn 2,

JOHNSON Gas Appliance Co., 520 "E" Ave., Coder Rapids, Iawa

KEMP, C. M., Mfg. Co., 405 E. Oliver \$1., Bultimere

MARGACH M/g. Co., Inc., 82 Beekman St., New York

\*MERGENTHALER Linetype Co., 29 Ryerson St., Brook-

MISSOURI-Central Type Foundry, P.O. Box 2066, Wichita, MONOMELT Company, 1611 Polk St. N.E., Minneapelis

NOLAN Corp., 1333 E. Daminick St., Rome, N.Y.

SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Calif.

SURFACE Combustion, Tolodo 1, Ohio

UNITED American Metals Corp., Calyor & Diamond Sts., Brooklyn 22, N.Y.

UNITED Stereotype Supply Corp., Box 38, West Lynn,

WOOD Newspaper Mathinery Corp., S01 Fifth Ave., New York 17, N.Y.

# FURNITURE

1 Composition 2 Iron 3 Wood 4 Magnesium 2 3 4

1 2 3 4 \*\*AMERICAN Type Founders, Inc., 200 Elmoru Ave. Elizabeth B, N. J. AMERICAN Wood Type, 35 W. 3rd St., New York, N.Y. AMSTERDAM Continental Types & Graphic Equip. Inc., 268 Fourth Ave., New York 10, N.Y. BRADLEY, Milton, Co., 74 Park St., Springfield, Mass. \*CHALLENGE Machinery Co., Grand Haven, Mich.

#HAMILTON Mfg. Co., Two Rivers, Wis.

11. III.

18. III.

#IRWIN Manufacturing Co., Garland 1, Pa.

MONOMELT Company, 1611 Palk St. N.E., Minneapolis

MORGANS & Wilcox Mfg. Co., 69 Hanford St. Mid-distance, N.Y. PERFECTION Type, Inc., 141 East 5th Street, St. Paul

4 vel & Wickersham Quain Co., 174 High

\$1., Boston, Moss.

2 3
TAYLOR-Mode Rule Co., 65 Flatbush Ave., Breeklyn, THOMPSON Cabinet Co., Box 286, Ludington, Mich.

**GALLEY LABEL HOLDER** #HAMILTON Manufacturing Co., Two Rivers, Wis. METZ, Fred, 390 E. 162nd St., New York 56, N.Y.

GALLEYS AND GALLEY LOCKS

ACME Type Foundry, 633 Plymouth Court, Chicago 5, III.

#AMERICAN Steel Chose Co., 3131 48th Ave., Long Island City 1, N.Y.

#AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth 8, N.J.

AMERICAN Wood Type, 35 W. 3rd St., New York, N.Y.

ANGLE Steel Steel Co., 309 W. Oak St., Plainwell, Mich. ANGLE Steel Steel Ce., 207 W. Use St., Frances, Mich.

& CHALLENGE Mechinery Ce., Grand Haven, Mich.

& CHALLENGE Mechinery Ce., Grand Haven, Mich.

CORKPAK Co., Inc., The, 70 Argyle Ave., New Re
chile, N.Y.,

#FOSTER Mig. Co., 13th & Cherry Sts., Philadelphia 7,

GUMMED Tope & Devices Co., 1049-71 Rogers Ave.,

Brooklyn 19, N.Y.,

\*HAMILTON Mig. Co., Two Rivers, Wis.,

\*#HAMILTON Mig. Co., Two Rivers, Wis.,

\*#HAMILTON Mig. Co., Two Rivers, Wis.,

\*#HAMILTON Mig. Co., Inc., 746 E. \$2nd \$9., Cleveland

3, Ohio

STANLEY Leverlock, Walter Y. Stenley, Hestings, Mich.

\*#STANLEY Leverlock, Walter Y. Stenley, Hestings, Mich.

\*#STANLEY Leverlock, Walter Y. Stenley, Hestings, Mich.

\*#STANLEY Leverlock, Walter Y. Stenley, Hestings, Mich.

\*#AYLOR-Made Rule Co., 65 Fletbush Ave., Brooklyn,

N.Y.

N.Y. THOMPSON Cabinet Co., Box 286, Ludington, Mich.

# **GATHERING AND STITCHING** MACHINES (See Collating and Gathering)

**GAUGE PINS, GUIDES, GRIPPERS** CASPER Gripper Co., 2123 E. Ninth St., Clevelund, Ohio Ohio
GARDNER Adjustabls Quad Guide, P. O. Box 3370,
Rinnan Annox, San Francisca 19, Calif.
GRAPHIC Arts Accessories, 306 Marquotte Bidg.,
Detroit, Mich.
GRAPHIC Arts Laboratories, 549 W. Randelph St., Chicogo, III. #MEGILL, Edward L., Co., 761 Atlantic Ave., Broaklyn 38, N.Y. STILES, Chas. L., 64 Hanford St., Columbus, Ohio

# GAUGES, POWER, PAPER CUTTING MACHINES

#LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York 1, N.Y. POWER Gouges, 304 Hudson St., New York 13

# GAUGES AND TESTING INSTRU-MENTS

Abrasion Tester
Casting Box
Color Fastness to Light
Color Matching
Make-up Gouge
Capythting Systems
Donaltemeter
Depthometer
Derometer
Derometer
Det Microscope
Informeter

Matrix
Micrometer
Maisture
Paper
Paper
pH Comparator
pH Meter
Plate
Press Test Blocks
Roller Satting
Rules and Line Gauges
Sew
Scieroscope
Sheet Register
Slug 22 23 24 25 26 27 28 29 30 31 32 25 Sheet Register
26 Slog
27 Streboscope
28 Surface Pyrometer
29 Techemeter
30 Type High
31 Burst Tester
32 Hafftone Screen Finder
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31 32

\*\*AMERICAN Evatype Corp., 739 Osterman Ave., Deerfield, III. \*AMERICAN Type Founders, Inc., 200 Elmore Ave., Elizabeth 8, N. J. AMERICAN Wood Type, 35 W. 3rd St., New York AMTHOR Testing Instrument Co., Inc., 45 VanSinderen Ave., Broeklyn 7, N.Y. 14 16

ANALYTICAL Measurements, 585 Main St., St. Chatham, N. J. ATLAS Elec. Devices Co., 361 West Superior St., Chi-cano 10. III.

BAUSCH & Lamb Optical Co., 681 St. Paul St., Roch-oster 2, N.Y. 11 BLACK Rock Mfg. Co., 189 Osborne St., Bridgeport S.

BRISTOL Company, Waterbury 91, Conn.

BROWN & SHARPE Mfg. Co., Previdence, R. I.

14 16 30
CADY, E. J., & Co., 630 Hurlom, River Forest, III.

14 16 21

CAMBRIDGE Instrument Co., Inc., 2732 Grend Central Terminal, New York 17, N.Y.

28 28 CHALLENGE Machinery Co., Grand Huvan, Mich. \*CHAMPLAIN Co., Inc., 88 Liewellyn Ave., Bloomfield,

COMMERCIAL Engraving Publishing Co., 34 N. Ritter Ave., Indianapolis, Ind.

CORKPAK Co., Inc., 70 Argyle Ave., New Rochelle. M.Y. CRAFTSMAN Line-Up Table Corp., 49 River St., Waltham 54, Mass. 25

±DISSTON, Henry, Div. H. K. Porter Co., Unruh & Milnor Shs., Philodelphia 35, Pa. 23

DURANT Mfg. Co., Inc., 1979 N. Buffum St., Milweukee 1. Wis. DUST-LESS Equipment Co., 4021 19th St., N. E., Wash-ington, D. C. ELCO Typographic Service, Second & Dueber Sts., S. W., Canton 6, Ohio

GENERAL Electric Co., 1 River Rd., Schenectudy 5

GLOGAU & Co., 1914 W. Birchwood, Chicago, III. 16 16 #GOSS Printing Press Co., 5861 W. 31st St., Chicago 58 HABERULE Co., 7 E 42nd St., New York 17

HANCHETT Mfg. Co., 906 N. State St., Big Rapids, Mich.

HANSON-Van Winkle-Munning, Metewan, N. J.

17 16

HART-Moisture-Motors, 1948 Grand Central Sto., New York 17, N.Y.

HOCH, Fred W., & Assoc., 401 Eighth Ave., New York,

\*HOE, R., & Co., 910 E. 138th St., New York 54 HUEBNER Laboratories, 102 N. Mamaroneck, Mamaroneck, N.Y.

#INTERTYPE Corp., 360 Furman St., Brooklyn 2, New

York
LA MOTTE Chemical Prod. Co., Towson 4, Mo.
17
\*\*LANSTON Monotype Machine Co., 24th & Locust Sts.,
Philadelphia 3, Pa.

13 LITHOGRAPHIC Technical Foundation, 131 E. 39th St., New York 16, N.Y. 12

LONG Eng. Research Corp., 1000 Wheatshoof Rd., Lindon, N. J.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 LUFKIN Rule Co., 1730 Hess 51., Seginaw, Mich. ... 42 AMACBETH Arc Lamp Co., 141 Berkley St., Philed white Ps. MACSETH Daylighting Co., P. O. Box 950, Newburgh, M.Y. 4
MAXSON Automatic Machinery Co., 98 Granite St.,
Westerly, R. I. MONOMELT Company, 1611 Polk St., N.E., Minneapolis MINDEN Paper Gauge Co., 230 W. 41st St., New York 36, N.Y. MORGANS & Wilcox Mfg. Co., 69 Hanford St., Mid-dletown, N.Y. NORTHWEST Type Foundry, 6504 Walker St., Minne POWERS Regulator Co., 3400 Oakton, Skekie, III. ★RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicage 14. III. SIZE Centrel Co., Div. American Gauge & Machine Co., 35 E. Wacker Drive, Chicage 1, III. 23 26 17

\*\*\*STAR PARTS, Inc., 2 5o. Mein St., 5o. Heckensack, N.J.

24

STEWART-Werner Corp., 1826 Diversey Pkwy., Chicago, III.

29

SULLEBARGER, E. T., Co., 114 Liberty St., New York 6, TABER Instrument Corp., 111 Goundry St., N. Tene-wanda, N.Y. TAYLOR, W. A., & Co., 7300 York Road, Baltimere TESTING Machines, Inc., 123 W. 64th St., New York 23, N.Y. 14 15 16 THWING-Albert Instrument Co., Penn & Pulaski, Philadelphia 49, Pa. 16 18

TIME Saver Products Co., 44 Salina St., Pulaski, N.Y.

★TI-PI Co., 1000 Broadway, Kansas City 5, Mo.

TOLEDO Scale Co., Toledo, Ohio
TRIPLET Gauge, 14 Vanderwater St., New York 7, N.Y.

19
\*VANDERCOOK & Sons, 3601 W. Touhy Ave., Chicago

WALLIN Printers Supply, 309 S. 13th St., Omaha \*WESEL Mfg. Co., Scranton, Pa.

WESTINGHOUSE Electric & Mfg. Co., East Pittsburgh, Pa. 27
WESTON Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J. 15 7

WILLIAMS, Brown & Earle, Inc., 904 Chestnut St., Philadelphia 7, Pa. 7 17 18

WILLIAMSON & Co., Inc., Passaic Ave., Caldwell, N. J.

# GRAINING MACHINE LININGS

AMERICAN Graded Sand Co., 2942 N. Ashland Ave., Chicago, III. BROWN, W. A., Mfg. Co., 2035 Charleston St., Chicago

# **GRAINING MACHINES, OFFSET-**LITHO PLATES

AMSTERDAM Continental Types & Equip. Inc., 268 Fourth Ave., New York 10, N.Y. CONSOLIDATED Photo Engravers Equipment Co., 1112 N. Homan Ave., Chicago, III. \*HOE, R., & Co., 910 E. 138th St., New York 54 McKINLEY Litho Supply Co., 1623 John St., Cincinnati, NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Rayal Oak, Mich. \*OXY-DRY Sprayer Co., 1134 W. Montrose Ave., Chicago 13, III. RUTHERFORD Machinery Co., Div. Sun Chemical Carp., 10th St. & 44th Ave., Long Island City, N.Y.

SENEFELDER Co., 32 Greene St., New York 13

\*SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y. York 13, N.Y. ZARKIN Machine Co., Inc., 34-19 10 St., Long Island City 6, N.Y.

**GRAINING SANDS AND QUARTZ** 

CARBORUNDUM Co., Niegara Falls, N.Y. McKINLEY Litho Supply Co., 1623 John St., Cincinnati, Ohio
SENEFELDER Co., 32 Greene St., New York 13, N.Y.
\$SIEBOLD, J. H. & G. B., Inc., 150 Verick St., New
York 13, N.Y.
Vork 13, N.Y. York 13, N.Y.
SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.

# GRINDING, CUTTING, DRILLING, POLISHING AND BUFFING MACHINES

BLACK & Decker Mfg. Co., 760 Pennsylvania Ave., Towson 4, Md. BLACK Reck Mfg. Co., 189 Osbarne St., Bridgeport, Conn.
BOICE-CRANE Co., 930 Central Ave., Toledo 6, Ohio
CHICAGO Wheel & Manufacturing Co., 1101 W.
Monroe St., Chicago, III.
HAMMOND Machinery Builders, Inc., 1616 Dauglas
Ave., Kelemazeo 54, Mich.
HANCHETT Mrg. Co., 906 N. State St., Big Rapids,
Mich. Mich. HANEY, O. C., Co., 3859 Victoria Ave., Los Angeles o, Calif.
HANSON-Van Winkle-Munning, Matawan, New Jersey
MONOMELY Co., Inc., 1611 Polk St., N.E., Minneapotis 13, Minn. RAYBESTOS-Manhattan, Inc., 61 Willet St., Passaic, SPEEDWAY Mfg. Co., 1834 So. 52nd Ave., Cicero 50, III.

# **GUILLOTINE CUTTERS, PHOTO-ENGRAVERS**

ENGRAVEKS

AMSTERDAM Cont'l. Types & Gruphic Eqp. Inc., 268 4th
Ave., New York 10, N.Y.

CHEMCO Photoproducts Co., New St., Glen Cove, N.Y.

CONSOLIDATED Phote Engravers Equipment Co., 1112

N. Hemon Ave., Chicage, III.

pOUTHITT Corporation, 680 E. Fort St., Detroit

\$LAWSON, E. P., Co., Inc., 426 W. 33rd St., New
York, N.Y.

\$NU ARC Company, Inc., 824 S. Western Ave., Chicago
12, Illinois

Phillips & Jacobs, 422 Roce St., Philadelphia 12, Illinois PHILLIPS & Jacobs, 422 Race St., Philadelphia

# **GUMMING, GLUING AND PASTING** EQUIPMENT

EQUIPMENT

I Glue Pots and Kettles

Gloing, Gumming, Pasting Machines

Lebeling

Lining

Mounting

Paper Covering

Tistipping

2 4 5 6 7

ACME Electric Heating Co., 1217 Washington St., Boston, Mass.

ALTAIR Machinery Corp., 55-57 Vandam St., New York, N.Y. ANDERSON, C. F., & Sons, 3225 Calumet, Chicago

BLACK & Decker Mfg. Co., 760 Pennsylvania Ave., Towson 4, Md.

BRACKETT Stripping Machine Co., 565 Jackson St., Topoka, Kan.

CHAMBERS Bros. Co., 52nd & Medie St., Philadelphia, \*CHESHIRE Mailing Machines, 1644 N. Honore St., Chi-

CHICAGO Box Machine Works, 1810 W. Grand Avs., Chicago 22, III. 1 2 3 4 5 6 CRAWLEY Book Machinery Co., 328 Keturah St., New-

DIDDE-Glaser, Inc., 24 W. 6th Ave., Emporia, Kansas

DOEPEL, 2. E., Co., 626 Race St., Philadelphia, Pa. DURBROW & Hearne, 12 Wooster St., New York

G. B. C. Mfg. Co., 812 W. Belmont Ave., Chicago 14 GENERAL Electric Co., 1 River Road, Schenectody 5,

★ GENERAL Research & Supply Ca., 527 S. Division Ave., Grand Repids, Mich.

Grand Reples, Mich.

1 2

GRAPHIC Arts International Corp., 475 Fifth Avenue, New York, N.Y.

2 3

GRIFFIN, Campbell, Hayes, Walsh, 50 E. 21st St., New York, N.Y.

1 1 2 GUMMED Tope & Devices Co., 1969-71 Regers Ave., Brooklyn, N.Y. 2 3

HIGH Production Machine Co., Inc., 533 N. 11th St. Philadelphia 23, Pa.

1 2 3 4 5 6 7 HOLLINGSWORTH, William, Machinery Co., 227 Holli-

INSTANTANEOUS Glue Converter Co., 2217 Iowa Ave.,

INTERNATIONAL Paper Box Machine Co., 315 Main St., Nashua, N. H.

2
\*KLEEN-Stik Products, Inc., 2900 S. Michigan Ave.,
Chicago, III.

2 LIBERTY Electric Co., Inc., 1915 Madison Ave., In-dianapolis, Ind.

MENDES, J. Curry, Corp., 104 Brookline Ave., Boston

MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chicage 26, III.
1 2 3 4 5 6 7

MULLER, Chas. A., Co., 153 Lafayette St., New York
13, N.Y.

NEW Advance Machinery Co., Box 191, Van Wert, Ohio NEW Jersey Mechine Corp., 16th & Willow Ave., Hoboken, N. J. 7 2 3 4 PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicage 14, III.

PARRY, S. R., Machine Co., 222 Mill St., Rechester, N.Y.

3

4

PAYYER Printing Machine Works, 500 S. Broadway,
St. Louis 2, Mo.

5

7

PIERCE Specialized Eqp. Co., 350 Peninsular Ave., San Mateo, Calif.

POTDEVIN Machine Co., 226 North Street, Teterboro, N. J. SEAL-O-Metic Dispenser Corp., 220 Church St., 169 Murray St., Newark, N.J.

SHERIDAN, T. W. & C. B., Co., 220 Church St., New York 13, N.Y.

SPECIALTY Automatic Machine Co., 88 Gerrish Ave., Chelsea 59, Mass.

STANDARD Paper Box Machine Co., 476 Broome St., New York 13, N.Y.

STAUDE, E. G., Div., The Sperry Corp., 2675 University Ave., St. Paul 4, Minn. STA-Warm Electric Co., Ravenna, Ohio

STOKES & Smith Co., Frankford Ave., Philadelphia U. S. AUTOMATIC Box Machinery Co., 18 Arboretum St., Boston, Mass.

UNITED Shoe Machinery Corp., 140 Federal St., Beston 7, Mass. WALDRON, John, Corp., New Brunswick, N. J.

# **HEADBINDING MACHINES, BOOK-**BINDERS

FULLER, E. C., Co., 28 Reads St., New York 7, N.Y. MID-STATES Gummed Paper Co., 6850 So. Harlem Ave., Bedford Park, III. SMYTH Mfg. Co., The, 9 Sigourney St., Hartford 6,

# **HEATERS, SHEET and WEB DRYERS**

Gas Electric

2 Electric
3 Lamps, Infra Red
4 Ovens
5 Unit, Industrial
6 Web Dryers
1 2 3 4 5
ACME Electric Heating Co., 1217 Washington St., Boston 18, Mass.
4 ACME Printing Appliance Co., 9455 Seymour Ave., Schiller Park, Ill.

\*\*AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N.J.

BEALL, Jack, 641 S. Dearborn St., Chicago 5, III.

BRANDTJEN & Kluge, Inc., Gaultier at Come Ave., St. Paul 3, Minn. CARRIER Corp., 300 South Goddes St., Syrocuse 1, N.Y.

CRAIG Corp., 143 W. 20th St., New York, N.Y.

3 4 5 6
CRONITE Co., 88th and Hudson Blvd., North Bergen,

N.J.
1 2 3

\*\*DOYLE, J. E., Co., 1220 W. Sixth St., Cleveland
1 2 3 4 5 6

FOSTORIA Pressed Steel Corp., Fostoria, Ohio

1 2 3 4 8 6 GAETJENS, Berger, Wirth, Inc., 35 York St., Brooklyn 1 \*GENERAL Research & Supply, 527 S. Division, Grand

HERBERT Products Inc., 74-32 Jamaica Ave., Wood-haven 21, N.Y.

1 2 3 4 5 5
JUDSON Type, Inc., 131 W. 23rd 5+, New York 11
LANCE, Chester L., Co., 620 Browder 5+, Dalles 1

MARSHALL Son & Whoeleck, Inc., 82 Lincoln St., Boston, 11, Mass.

MURRAY, D. J., Manufacturing Co., 1002-1024 Third St., Wausau, Wis.

★OFFEN, B. & Co., 168 N. Michigan, Chicago, III.

RATHBUN & Bird Co., 379 W. Broadway, New York 12, N.Y.

WESTINGHOUSE Electric Corp., P. O. Box 868, Pitts-burgh, Pa. 5

HEATING, VENTILATING SYSTEMS

\*BAHNSON Co., The, 1001 S. Marshall St., WinstenSalem, N. C.

CARRIER Corp., 360 S. Geddes St., Syracuse 1, N.Y.

MERCHANTS & Evens Co., 2035 Washington Ave.,

Philadelphia 46, Pa.

TRANE Co., La Crosse, Wis.

WESTINGHOUSE Electric Corp., P. O. Box 868, Pittehurah. Pa.

## HINGED PAPER COVERING MACHINE

GELB Company, Joseph, 52 Arlington St., Newark 2, N. J.

# HOISTS, PAPER ROLL, HAND AND ELECTRIC

ECONOMY Engineering Co., 4511 W. Lake St., Chi-cage, III. #GOSS Printing Press Co., 5601 W. 31st St., Chicage 50 LEWIS-Sheperd Products, Inc., 239 Walnut St., Water-town 72, Mass. REVOLVATOR Co., 86th & Tonnelle Ave., North Bergen, N. J. RICHARDS-Wilcox Manufacturing Co., 176 Third St., Assers, III.

HAW Box, Crone & Heist Div, Menning, Mexwell & Meore, Inc., Muskegen, Mich.

YALE & Towns Manufacturing Co., 11,000 Reosevelt Blvd., Philadelphia 15, Pa.

# HOT SPOT CARBONIZING EQUIPMENT

★DOVEN Machinery & Engineering Co., 2706 W. Van Buren St., Chicago, III. SCHRIBER Mach. Co., 4900 Webster St., Dayton, Ohio

HUMIDORS, MATRIX, STEREOTYPE SHAW Machine & Tool Co., 1151 Temple St., Los An-geles 12, Calif. STEREOTYPE Equipment Co., 2815 Irving Perk Rd., Chicago 18, III.



# IMAGE REVERSERS, STRAIGHT LINE

CONSOLIDATED Photo Engravers Equipment Co., 1112 N. Homan Ave., Chicago, III. GELB, Company, Joseph, 52 Arlington St., Newerk 2, N. J. HUIBNE Laboratories, 102 N. Mamaroneck, Mamaro-neck, N.Y. PICTORIAL Machinery Ltd., Crawley, Sussex, England

# IMAGE REVERSING LENSES, STRAIGHT LINE

AMSTERDAM Continental Types & Graphic Equipment Inc., 268 Fourth Ave., New York 10, M.Y. CONSOLIDATED Phote Engravers Equipment Co., 1112 M. Hemon Ave., Chicage, III. HUEBNEK Laboratorias, 102 M. Mamaroneck, Mamaro-neck, N.Y.

# IMPRESSION LEAD, ELECTRO-TYPERS'

\*BLATCHFORD Division National Lead Co., 111 Braudway, New York, N.Y.
DIVISION Lead Co., 7742 W. 61st Place, Summit, Iil.
REYNOLDS Metals Co., 2506 S. Third St., Laulsville, Ky.

# INDEX CUTTING MACHINES

CRAWLEY Book Machinery Co., 328 Keturah St., New-port, Ky.

\*MONTGOMERY Co. Inc., Box 309, Towards, Pe. MULLER, Chas. A., Co., 153 Lefeyette St., New York MULLER, Ches. S., 13, N.Y.
13, N.Y.

NYGREN-Duhly Co., 1422 W. Altgeld St., Chicago, III.

SOUTHWORTH Machine Co., Inc., 30 Warren Ave.,

Portland, Me.

### INDEX TARS

\*AJOHER, G. J., Co., 426 S. Clinton St., Chicage 7
BUCHAN Losselset Records Co., 420 S. Ponn St.,
Cliffon Heights, Pa.
BURKHARDT Company, 547 W. Larned St., Detroit
\*\*PERNISON Menufacturing Co., Framingham, Mass.
MELIND, Louis, Company, 362 W. Chicage Ave., Chicage 10, III.
\*\*PEED Products Co., 33-81 Company, 352 W. Chicage Ave., Chicage 10, III. cage 10, III. SPEED Products Co., 32-01 Queens Bivd., Long Island City, N.Y. WILSON Jones Co., 209 S. Jefferson St., Chicage 6, III.

# INK MEASURING MACHINES

LITHOGRAPHIC Technical Foundation, 131 E. 39th St., New York 16, N.Y.

# INK MILLS, MIXING MACHINES

DAY, J. H., Co., The, 1144 Herrisen Ave., Cincinnati EXCÉLLO Machine Co., 1613 Cellege Ave., S. E., Grand Rapids 7, Mich. KENT Mechine Works, Inc., 37 Gold 51., Brooklyn-LEHMANN, J. M., Co., Inc., 568 New York Ave., Lyndhurst, N. J.
READ Standard Corporation, 900-50 Richland Ave., York, Pe.
ROSS, Charles, & Son Co., 148 Classon Ave., Brooklyn, N.Y.

# INK PANS AND BULBS, RULING MACHINE

HICKOK, W. O., Manufacturing Co., Box 423, Harrisburg, Pa. \*MC ADAMS, John, & Sons, Inc., 20 Knight St., Nor-

# INK SKINNING, ANTI, COMPOUND

INK SKINNING, ANTI, COMPOUND

#ANCHOR Chemical Corp., 829 Bergen St., Brooklyn
16, N.Y.

RADEN-Sutphin Ink Co., 3890 Choster Ave., Cleveland 14, Ohio

REAZNELL Co., 2227 Wainut, 51. Louis 3, Mo.

GAETLENS, Berger & Wirth, Inc., 35 York St., Brooklyn, N.Y.

HELMUTH, Chus., Printing Ink Corp., 154 W. 18th St.,
New York 11, N.Y.

HERRICK, William C., Ink Co., Maple St. & Erie R.R.,
East Rutherford, N. J.

#INTERCHEMICAL Corp., Printing Ink Division, 67 W.

44th St., New York 19, N.Y.

MONOGRAM Cs., 130-132 N. Fifth St., Philadelphia

ROBERTS, Lowis, Inc., 72 Union St., Newark S. N.J.

#SIBBOLD J. H. & G. B., Inc., 150 Varick St., New
York N.Y.

NY SINCLAIR & Valentine, 611 W. 129th St., New York
N.Y.

MICHAER & Valentine, 611 W. 129th St., New York
N.Y.

MANON CRAR & Valentine, 611 W. 129th St., New York
N.Y.

MANON CRAR & Valentine, 611 W. 129th St., New York
N.Y.

MANON CRAR & Valentine, 611 W. 129th St., New York
N.Y. 27, N.Y.
TRIANGIE ink & Color Co., 329 East 29th St., New York 16, N.Y.
ULIMAN Sigmond, Co., Div. Sun Chemical Corp., 1010 44th Ave., Long Island City 1, N.Y.

# **INK TANKS**

‡GOSS Printing Press Co., 5601 W. 31st St., Chicage 50 †HOE, R., & Co., Inc., 910 E. 138th St., New York 54 ROSS, Charles & Son, Co., 148-156 Classon Ave., Brooklyn, N.Y.

# INKED RIBBONS

ADDRESSOGRAPH-Multigraph Corp., 1200 Bebbitt Rd., Clevelend, Ohio AMERICAN Carbon Paper Co., Ennis, Tex. MITTAG & Volber, Inc., 76 Park Avo., Park Ridge, N. J. REMINISTON Rund, Div. of Sperry-Rund Corp., 315 Fourth Ave., New York, N.Y. UNDERWOOD Corp., 1 Park Ave., New York 16

# **INK-ADJUSTING COMPOUNDS** ACME Printing Ink Co., 1419 W. Carrell, Chicago, III. \*\*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn

16, N.Y.
ANDERSON-Prichard Oil Corp., 1000 Liberty Bank Bldg.,
Oklahoma City 2, Okla.
BRADEN Sytphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio BARATA-Griffin Co., 72 Commercial St., Warcester 1, Mass.

80WESS Printing Ink Co., 2655 W. Irving Park Rd., Chicage 18, III.

8RAZNELL Co., 2227 Welnut, St. Louis 3, Mo.

8UCKEYE Printing Ink Co., 480 S. Paarl St., Columbus BUCKEYE Frinting Ink Co., 480 3, Fear St., Country
18, Ohie
CALIFORNIA Ink Co., Inc., 545 Sunsome St., Son
Francisco 11, Calif.

\*\*CENTRAL Compounding Co., 1718 N. Dumon Ave.,
Chicage 47, Ill.
CHEMICAL Color & Supply Co., Div. Sun Chemical
Co., 2830 W. Orand Ave., Chicage, Ill.
CRESCENT Ink & Color Co. of Pu., 464 N. Fifth St.,
Philadolphia 23, Pe.
EAGLE Printing Ink Div. Sun Chemical Corp., 16th
51. & 44th Ave., Long Island City 1, N.Y.
FINNE-DETRICK, Inc., 415 W. 55th St., New York 19,
N.Y.

N.Y. &FLINT, Howard Co., 2546 Clark Ave., Detroit 9, Mich. FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 18th St. & 44th Ave., Long Island City 1, N. Y.

GAETJENS, Berger & Wirth, Inc., 35 Yerk St., Broeklyn 1, N.Y.

\*\*GENERAL Printing Ink Co., Div. Sun Chemical Corp., 1201 W. Washington Blvd., Chicago 7, 181., and 10th 51. 8. 44th Ava., Long Island City 1, N.Y.

\*\*HELMUTH, Ches., Printing Ink Corp., 154 W. 18th St., New York 11, Y.

\*\*HERRICK, William Co., Ink Co., Maple St. & Erie R.R., East Rutherford, N.J.

\*\*HILL-Hearlschel Co., 3728 Clayton Ave., 51. Louis 11

INCO Co., 2372 W. 7th St., Claveland, Ohio

INDIANA Chemical & Mfg. Co., 517 S. Alabama St., Indianapolis 4, Ind.

INK & Chemical Co., 536 Fifth Ave., New York 17

\*\*#INTERCHEMICAL Corp., Printing Ink Division, 67 W.

\*\*44th St., New York 36, N.Y.

\*\*KELLY E. J., Co., Div. Sun Chemical Corp., 1807 N.

\*\*Pircher St., Kalomacon 13F, Mich.

KOHL & Moddan Printing Ink Co., 1132 S. Jefferson 51, Chicago 7, III.

LEVEY, Fredik. H., Co., Inc., 380 Modison Avenue, New York 17, N.Y.

\*\*MC CUTCHEON Bros. & Guality, Inc., 2653 N. Reese 59, Philadelphia, Po.

\*\*MESEROLE, Edward D., Co., 265 Conal St., New York, PECK, James I., 47 High St., W. Orange, N. J.

\*\*NENEFILDER Co., Inc., 324 Green St., New York, N.Y.

\*\*SHESPILDER Co., Inc., 324 Green St., New York 13, N.Y.

\*\*SHESPILDER Co., Inc., 324 Green St., New York 13, N.Y.

\*\*SHESPILDER Co., Inc., 324 Green St., New York 13, N.Y.

\*\*SHESPILDER Co., Inc., 324 Green St., New York, 13, N.Y.

\*\*SHESPILDER Co., Inc., 324 Green St., New York 13, N.Y.

N.Y. #SIEBOLD, J. H., & G. B., Inc., 150 Verick St., New York 51, N.Y.

York S1, N.Y.
SINCLAIR and Valentine Co., 611 W. 129th St., New
York 27, N.Y.
SLEIGHT Metallic ink Co., 900 S. Clinton St., Chicage,
SUPERIOR Printing Ink Co., 295 Lafayette St., New

York 12, N.Y.
TRIANGLE Ink & Color Co., 329 E. 29th St., New York
ULLMAN, Sigmund, Inks, Gen. Prt. Ink Div. Sun Chemical
Corp., 1010 44th Ave., Long Island City 1, N.Y.

# INK DRIERS

ACME Printing Ink Co., 1419 W. Carrell, Chicage ANCHOR Chemcal Corp., 829 Bergen St., Brooklyn ARTCO Printing Ink Corp., 1715 W. Canal St., Milwaukes 3, Wis.
ARTCRAFT Ink Co., 340 St. Joseph St., New Orleans, Lo., BARTA-Griffin Co., 72 Commercial St., Worcester 1,

Mass.

BOWES Printing Ink Co., 2655 W. Irving Park Road, Chicago 18, III.

RRADEN Sutphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio

BRAZNELL Company, 2227 Welnut, 54. Louis 3

CALIFORNIA Ink Co., Inc., 545 Senseme \$1., San Francisco 11, Calif.

CHEMICAL Color & Supply Co., Div. Son Chemical Corp., 2820 Grand Ave., Chicago, III.

CONSOLIDATED Printing Ink Co., 431 N. Griggs \$1., 51. Paul 4, Minn.

CONSOLIDATED Printing Ink Co., 431 N. Griggs St., St. Paul 4, Minn.
CRESCENT Ink & Color Co. of Pa., 464 N. Fifth St., Philadelphia 23, Pa.
DRISCOLI, Martin, & Co., 610 Federal St., Chicage EAGLE Printing Ink Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y. FINNE-Detrick, Inc., 415 W. 55th St., New York 19, FFLINT, Howard Ink Co., 2346 Clark Ave., Detroit 9, Michigan

TOIN 31. 4 44th Ave., Long Island City 1, N.Y.
FINNE-Detrick, Inc., 413 W. 53th 31. New York 19.

#FILINT, Howard Ink Co., 2546 Clark Ave., Detroit 9.
Michigan
FUCHS & Long Mfg. Co., Div. Sun Chemical Corp.,
10th 51. & 44th Ave., Long Island City 1, N.Y.

GAETJENS, Berger & Wirth, Inc., 35 York 3t., BroekIyn 1, N.Y.

#GENERAL Printing Ink Co., Div. Sun Chemical Corp.,
10th 51. & 44th Ave., Long Island City 1, N.Y. and
1201 W. Washington Bivd., Chicago 7, III.

#ELIMUTH, Charles, Printing Ink Corp., 154 W. 18th
51., Naw York 11, N.Y.

#ERBERT Products Inc., 74-32 Jameica Ave., Weodhaven 21, N.Y.

#ERBERT Products Inc., 74-32 Jameica Ave., Weodhaven 21, N.Y.

#ERBERT Products Inc., 74-32 Jameica Ave., Weodhaven 21, N.Y.

#ERBERT Products Inc., 74-32 Jameica Ave., Weodhaven 21, N.Y.

#ERBERT Products Inc., 74-32 Jameica Ave., Weodhaven 21, N.Y.

#ERBERT Products Inc., 74-32 Jameica Ave., Weodhaven 21, N.Y.

#ERBERT New Co., Inc., Ink Co., Maple 5t. & Erle
R. R. East Rutherford, N. J.

#ILL-Hentschell Co., 3938 Clayton Ave., 5t. Louis 11

INDIANA Chemical & Mg. Co., 517 S. Alabama 5t.,
Indianapolis 4. Ind.

INK & Chemical Co., Inc., 550 Ftth Ave., New York

#INTERCHEMICAL Corp., Printing Ink Div., 67 W. 44th
5t., Now York 36, N.Y.

#ELLY, E. J., Div. Sun Chemical Corp., 1867 N. Pitcher

5t., Kalamazoa 45, Mich.

KOHL & Madden Printing Ink Co., 1132 S. Jafferson

5t., Chicago 7, III.

LEVEY, Fredk. H., Co., Inc., 380 Madison Ave., New
York 17, N.Y.

MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese

5t., Philadelphia, Po.

MEINERS, Bernhard, Inc., 22 Albany, New York

MESSEROLE, Edward D., 265 Canel 5t., New York

5t. Mellodelphia, Po.

MEINERS, Bernhard, Inc., 72 Union 5t., Nowark 5

ENERELDER Co., 32 Greene 5t., New York 12

\*\*SIEBOLD J. H. & G. B., Inc., 150 Varick St., New
York 17, N.Y.

SELIGHT Matallic Ink Co., 900 S. Clinton St., Chicago,

\*\*SUPERIOR Printing Ink Co., 275 Lafayetta St., New
York 17, New

SLEIGHT Metallic Ink Co., 900 S. Clinton St., Chicago, SUPERIOR Printing Ink Co., 295 Lafayette St., New York 12, N.Y.

TRIANGLE Ink & Color Co., 329 East 29th St., New York 16, N.Y.

York 16, N.Y.
ULLMAN, Sigmond, Inks, Gen. Prt. Ink Div. Sun Chemical
Corp., 1010 44th Ave., Long Island City 1, N.Y.
WILSON, W. D., Printing Ink Co., 3-38 46th Ave.,
Long Island City 1, N.Y.
WINSLOW Ink Corp., 110 Greene St., New York 12, N.Y.

# **INK, DRY COLORS**

INK, DRY COLORS
CALIFORNIA Ink Co., Inc., 545 Sensome St., Sun Francisco 11, Cailf.

\*EAGLE Printing Ink, General Printing Ink Div., Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.

\*FLINT, Howard, 2546 Clark Ave., Detroit 9, Mich. INK & Chemical Co., 550 Fifth Ave., New York 1 MONSANTO Chemical Co., Figments Dept., Sun Chemical Corp., 309 Sussex St., Harrison, N. J.

\$EMEFELDER Co., 32 Greene St., New York 12

\*\*SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 51, N.Y.

SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.

# **INK PASTE**

BRADEN Sutphin Ink Co., 3800 Chester Ave., Cleveland, CALIFORNIA Ink Co. Inc., 545 Sansome St., San Francisco, Colif.
CHEMICAL Color & Supply Co., Div. Sun Chemical
Corp., 2820 W. Grand Ave., Chicago, III.
CONSOLIDATED Printing Ink Co., 431 N. Griggs St., CONSOLIDATED Printing lisk Co., 431 N. Griggs St., St. Paul, Minn.

\$EAGLE Printing lisk Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.

\$FLINT, Howard, 2546 Clark Ave., Detroit 9, Mich. FUCHS & Long Mfg. Co., Div. Sun Chemical Co., 10th St. & 44th Ave., Long Island City 1, N.Y.

\$OENERAL Printing lisk Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y. and 1201 W. Washington Bivd., Chicago 7, Ill.

HERRICK, William C., Ink Co., Maple Street & Erie R.R., East Rutherford, New Jersey

\$INTERCHEMICAL Corp., Printing lisk Div., 67 W. 44th St., New York 36, N.Y. Union St., Newark 5

ULLMAN, Sigmund, Inks, Gen. Prl. lisk Div. Sun Chemical Corp., 1010 44th Ave., Long Island City 1, N.Y. SINCLAIR & Valentine, 611 W. 129th St., New York 27, N.Y.

# **INK REDUCERS**

(See Ink-Adjusting Compounds)

# INK SIZES

BRADEN Sutphin Ink Co., 3800 Chester Ave., Cleve-land, Ohio CALIFORNIA Ink Co. Inc., 545 Sansome St., San Francisco, Calif.
CHEMICAL Color & Supply Co., Div. Sun Chemical
Corp., 2820 W. Grand Ava., Chicago, III.
CONSOLIDATED Printing Ink Co., 431 N. Griggs St.,

Corp., 2820 W. Grand Ave., Chicago, III.
CONSOLIDATED Printing lak, Co., 431 N. Grigge St.,
\$1. Paul, Minn.
\$4. Auth. Ave., Long Island City I, N.Y.
\$4. FiliNT, Howard, 2546 Clark Ave., Detroit 9, Mich.
FUCHS & Long Mfg. Co., Div. Sun Chemical Corp.,
10th \$1. & 44th Ave., Long Island City I, N.Y.
\$4. GENERAL Printing Ink Co., Div. Sun Chemical Corp.,
10th \$1. & 44th Ave., Long Island City I, N.Y. and
1201 W. Washington Blvd., Chicago 7, III.
HERRICK, William C., Ink Co., Maple \$1. & Erie R.R.,
East Rutherford, N. J.
\$1. New York 36, N.Y.
\$1. New York 36, N.Y.
\$1. New York 36, N.Y.
\$1. Sun Chemical Corp., 1807 N.
\$1. Sin Signand, Oiv. Sun Chemical Corp., 1807 N.
\$1. Signand, Div. Sun Chemical Corp., 1909 Adrib.
Ave., Long Island City I, N.Y.
\$1. New York 36, No. Sun Chemical Corp., 1010 44th
Ave., Long Island City I, N.Y.
\$1. New York 26, No. Sun Chemical Corp., 1010 44th
Ave., Long Island City I, N.Y.
\$1. New York 27, N.Y.

# INKS-SPECIAL

-SPECIAL
Aniline
Broad Wrapper
Bronze, Powder, Dry
Carbonizing (also Spet)
Carton, Paper Box
Cellulose Tissue Ink
Cold-Set
Color Comic Duplicator Inks Film-Staging, Topping, etc. Film-Steging, Topping, etc.
Fluorescent
Food-Mark
Gold in Paste Form
Indelible for Stancil Marking
Invisible
Metal Decarating
Numbering Machine
Opaquing Photo Film
Parchment (Hot Wax)
Perfumed
Figments, Aluminum
Pyroplestic (Rubber Buse)
Soap Wrapper
Special Purpose
Steam Set
Stereotype Casting 24 25 24 27 Stereotype Costing 28 Transfer
29 Water Color
30 Water-Set
31 Watermark
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 34 25 26 27 28 29 30 31
ACME Printing Ink Ce., 1419 W. Carrell, Chicago
2 3 4 5 6 7 8 9
12 13 24 25 26 27 28 29 20 21

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 ADDRESSOGRAPH-Multigraph Corp., 1200 Subbirt Rd. Claveland, Ohio 10 11 ALUMINUM Co. of America, 801 Gulf Bldg., Pittsburgh 19 P. 19, Pa. ★AMERICAN Carbon Paper Co., Ennis, Texas \*AMERICAN Numbering Machine Co., Atlantic & Shepherd Aves., Brooklyn 8, N.Y. ARTISTS Supply Co., 7610 Decker Ave., Cleveland 3 BARTA-Griffin Co., P.O. Box 808, Worcester 1 17 BEN DAY, Inc., 118 E. 28th St., New York City 16, N.Y. BENSING Bros. & Deeney, 3301 Hunting Park Ave., Philadelphia 29, Pa.

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BOTH, O. A., Corporation, 2306 Washington St., Newton Lower Falls, Mass.

22
BOWERS Printing Ink Ce., 2655 W. Irving Park Read, Chicago 18, III.
23 4 5 6 8 9 10
12 23 4 5 6 8 9 10
12 23 24 26 29 30 31
BRADEN Sutphia Ink Co., 3800 Chester Ave., Cleveland 1 2 4 5 8 9 10
12 13 14 15 16 17 20 21 22
13 14 15 16 17 20 21 22
13 14 15 16 17 20 21 22
13 14 15 16 17 20 21 22
23 24 25 26 28 29 30 31
BRANZELL Co., 2227 Walnut Street, St. Levis 3 BROWN Lindsey Paint Co., 2601 W. Grand Ave., Chicago 12, III. BUCKEYE Printing Ink Co., 480 S. Peerl St., Celumbu 15, Ohio 3 4 CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco 11, Calif. 1 2 3 4 5 6 7 8 9 10 11 12 13 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 CAMDEN Ink & Color Co., 1001 Market St., Camden, N. J. CAPITOL Printing Ink Co., 821 Third St., Des Moines CARLSON, John P., Inc., 420 Carroll St., Brooklyn 17 29 30 31 24 25 26 CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicago, III. CHICAGO Printing Ink Co., 205 W. Wacker Drive, Chicage 6, III. CONSOLIDATED Printing Ink Co., 481 N. Griggs St., St. Paul 4, Minn.
1 2 3 4 5 6 7 8 9 10
23 24 25 26 28 29 30 CRAFTINT Mfg. Co., 1615 Collamor St., Cleveland 10, 25 29 29 CRESCENT Ink & Color Co. of Po., 464 N. Fifth St., Philadelphia 23, Po. 1 2 5 6 13 17 19 20 21 CROWE Philadelphia 25 26 28 30 CROWE Philadelphia 25 26 28 30 CROWE Printing Ink Co., 724 N. 3d St., Philadelphia 30 20 17 DRISCOLL, Martin, & Co., 610 Federal St., Chicago 5, FINNE-Detrick, Inc., 415 W. 55th St., New York 19, FINNE-Detrick, Inc., 415 W. 35th 3t., New York 19, N.Y.

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#FLINT, Howard, Ink Co., 2546 Clark Ave., Detroit 9, 1 2 3 4 5 6 9 10

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#FORCE, Wm. A., & Co., Inc., 216 Nichols Ave., Brooklyn 8, N.Y. 18 FUCHS & Long, Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.

1 2 5 17 20 24 26 28 31 GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn 20 22

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31
★GENERAL Printing Ink Co., Div. Sun Chemical Corp.,
10th St. & 44th Ave., Long Island City 1, N.Y. and
1201 W. Washington Blvd., Chicago 7, III. 24 25 26 \*GENERAL Research & Supply Co., 527 S. Division St., Grand Rapids, Mich. 12 GOTHAM Ink & Color Co., 5-19 47th Ave., Leng Island City 1, N.Y. GUTHRIE Ceramic & Labelling Machine Co., 424 Pitt St., Windsor, Ontario, Can. HELMUTH, Charles, Printing Ink Corp., 154 W. 18th St., New York 11, N.Y. To the series of HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa. HILL-Hentschol Company, 3928 Clayton Ave., St. Louis
1 2 4 5 8 9 1 2 4 5 17 18 19 20 21 22 24 25 26 17 18 19 20 21 22 HUBER Corp., J. M., 1478 Chestnut Ave., Hillside, N.J. 24 26 30 30 31 S. Clark St., Chicago 16, III. INCO Company, 2372 W. 7th St., Cleveland 14, Ohio 17 18 20 12 17 18 20 22 23 INK & Chemical Co., Inc., 30 Fifth Ava., New York 13 14

\*INTERCHEMICAL Corp., Printing Ink Division, 67 W.
44th 51., New York 36, N.Y.
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12 13 14 17 18 20 22
23 24 25 26 29 30 31

KELLY, E. J., Div. Sun Chemical Corp., 1807 N.
Pitcher 51., Kelemazee 45, Mich.
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24 25 26

LEVEY, Fredk. H., Co., Inc., 380 Madison Avenue, New York 17, N.Y.
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24 25 26

8 20 22
24 25 26 12 24 25 26 17 20 22

\*MARSET, Inc., 1192 Broadway, New York, N.Y.

14

MATTHEWS, Jas. H., & Co., 3951 Forbes \$1., Pitts-burgh 13, Pu.

15 17 18

MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese \$1., Philadelphila, Pa.

MEINERS, Bernhard, Inc., 22 Albany \$1., New York 6, MELIND, Louis, Company, 362 W. Chicago Ave., Chicago 10, ill.

13 14

MITTAG & Volger, Inc., 76 Park Ave., Park Ridge, N. J. Chicago 10, 11.
13 14 18
MITTAG & Volger, Inc., 76 Park Ave., Park Ridge, N. J. MORRILL, Geo., H., Co., Div. San Chemical Corp., 1010
44th Ave., Long Island City 1, N.Y.

MONK, C. O. & Company, 212 N. Bentalou St., Beltimore 23, Md.
1 2 12 24 \*NYGREN-Dahly Co., 1422 Altgeld St., Chicago 14, III. OHIO Bronze Powder Co., 1120 E. 152d St., Cleveland 10, Ohio OHIO Ink Laboratories, 308 Main St., Cincinnati 2 OKIE, F. G., Inc., 5916 State Rd., Philadelphia OLSEN Mark Corp., 124 White St., New York 13 PAPERLESS Labellers, Inc., 384 N. Columbus St., Lancaster, Ohio 23 PAYSON'S Indelible Ink Co., Northampton, Mass. POPE & Gray, Inc., Industrial West, Allwood, Clifton, N. J. 2 3 5 17 8 9 23 24 26 17

ROBERTS, Lewis, Inc., 72 Union St., Newerk 5, N. J.
1 2 3 4 5 9 10
12 3 4 5 17 18 20 21 22
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SCHWARM & Jacobus Co., 1216 Jackson St., Cincinnati 10, Ohio

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23 24 25 26 30 SENEFELDER Co., Inc., 32-4 Greene St., New York 13, 28

**INKS** 131 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 37 28 29 30 31 SHANNON Luminous Materials Ce., 7356 Santa Menica Blvd., Hellywood 48, Calif. 12 16 \$51EBOLD, J. H. & G. B., Inc., 150 Varick St., New York 51, N.Y. 4 5 6 8 9 21 22 24 25 28 31

SINCLAIR and Valentine Co., 611 W. 129th St., New York 17, N.Y.

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23 24 25 26 27 28 29 30 31

SLEIGHT Metallic Ink Co., 900 S. Clinton, Chicayo

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STAFFORD, S. S., Inc., 609 Washington St., New York 14, N.Y. STOKES, A., Co., Hudson, Ohio
Tã
SUPERIOR Printing Ink Co., 295 Lafayette St., New
York 12, N.Y. SWITZER Brothers, Inc., 4732 St. Clair Ave., Cleveland 3, 12 TRIANGLE Ink & Color Co., 329 East 29th St., New York 16, N.Y. 4 5 9 9 21 17 18 24 25 26 17 18 29 21
ULLMAN, Sigmund, Inks, Gen. Pri. Ink Div. Sun Chemical
Corp., 1010 44th Ave., Long Island City 1, N.Y. WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N.Y. INKS-STANDARD Color Process Engravers Glass Z Engraves
3 Glass
4 Gravure
5 Halffann
6 Heat-Set
7 Letterpress
8 Metallic
9 Offset-Lithographic
10 Plate Printing
11 Rotary Press, News
12 Ruling
13 Safety (Bank Note)
14 Duil
15 Newspaper
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15
ACME Printing lek Co., 1419 W. Carroll, Chicage
1 3 6 7 8 9 10 11
12 13 12 13
ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd.,
Cleveland, Ohio Cleveland, Ohio AMERICAN Carbon Paper Co., Ennis, Tex. BOTH, O. A., Corp., 2306 Washington St., Newton Lower Falls, Mass. BOWERS Printing Ink Co., 2655 W. Irving Park Road, Chicage 18, III.

2 3 5 6 7 8 9 10 11 RADEN Sutphin ink Co., 3800 Chester Ave., Clevelend 14, Ohio 5 7 8 9 10 11 12 2 5 7 8 9 10 11 13 14 8RAZNELL Co., Inc., 2227 Welnut St., St. Leuis 3 8 BUCKEYE Printing Ink Co., 480 5. Pearl St., Columbus 15, Ohio 3 6 7 8 CAPITOL Printing Ink Co., 821 Third St., Des Meines CARLSON, John P., Inc., 420 Carrell St., Brooklyn 1 3 5 6 7 8 9 11
CARMICHAEL Printing Ink Co., 1151 Oxford Rd. N.E., ROBERTS Numbering Machine Co., 694 Jamaica Ave., Brooklyn 8, N.Y. CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicage, III.

1 3 4 7 8 9

CHICAGO Printing Ink Co., 205 W. Wacker Drive, Chicago 6, III.

7 8 9 Chicago Printing Ink Co., 205 W. Wacker Drive, Chicago 6, III.

CONSOLIDATED Printing Ink Co., 431 N. Griggs St., St. Peul 4, Minn.

2 3 4 5 6 7 8 9 10 11 12 13 14

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 CORKPAK Co., Inc., The, 70 Argyle Ave., New Re-chelle, N.Y. CRESCENT lok & Color Co. of Pa. 464 N. Fifth St., 1 3 4 5 6 7 8 9 10
CRONITE Company, 88th St. RONITE Company, 88th St. & Hudson Blvd., North Bergen, N. J. CROWE Printing Ink Co., 724 N. Third St., Philadelphia 23, Pa. BAVIDSON Corp., Subs. of Mergentheler Linetype Co., 29 Ryerson St., Brooklyn S, N.Y. DREDGE, A., Ruling Pan Co., 105 Johnson Ave., Hackensock, N. J. 12 DRISCOLL, Murtin & Co., 610 Federal St., Chicago #EAGLE Printing Ink, Div. Sun Chemical Corp., 10th 51. & 44th Ave., Long Island City 1, N.Y. 2 3 5 6 7 8 9 11 PAUST, Rudalph, 628-632 Degraw St., Brooklyn 17 10 FINNE-Detrick, Inc., 415 W. 55th St., New 1 2 3 5 6 7 8 9 #FLINT, Howard, Ink Co., 2546 Clark Ave., Detroit 9, Mich.

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FUCHS & Long, Div. Sun Chemical Curp., 10th St. &

44th Ave., Long Island City 1, N.Y.

1 3 4 5 6 7 8 9 11 GAETJENS, Barpar & Wirth, Inc., 35 York St., Brooklyn 13 14

\*\*GENERAL Printing Ink Co., Div. Sun Chemical Corp., 19th St. & 44th Ave., Long Island City 1, N.Y. and 1201 W. Washington Blvd., Chicage 7, III.

2 5 6 7 8

GOLD Leaf and Metallic Powders Inc., 145 Nassau St., New York 38, N.Y.

GOTHAM Ink & Color Co., 3-19 47th St., Long Island City 1, N.Y. GRADY & Neary Ink Co., 429 W. Superior St., Chicago, HELMUTH, Charles, Printing Ink Corp., 154 W. 18th
51. New York 11, N.Y.
1 2 3 4 6 7 8 9 HERRICK, Wm. C., Ink Co., Mople St. & Erie R. R., East Rutherford, N. J. 3 5 6 7 8 9 11 14 15 HICKOK, W. O., Mfg. Co., Box 423 Harrisburg, Pa. HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11 HUBER, J. M., Corp., 1478 Chestnut Ave., Hillside, N.J. ILLINOIS Branza Powder Co., Inc., 2023 S. Clark St., Chicago 16, III. Chicago 16, 111.
INCO Company, 2372 W. 7th St., Cleveland 13 INK & Chemical Co., 550 Fifth Ave., New York 17 13 15

#INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 36, N.Y.
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

KELLY, E. J., Div. Sun Chemical Corp., 1807 N. Pircher St., Kalamasso 45, Mich.
3 4 7 9

KOHL and Modden Printing Ink Co., 1132 S. Jefferson St., Chicage 7, III.

VEVEY, Fredk. H., Co., Inc., 380 Medison Ave., New LEVEY, Fredk. H., Co., Inc., 380 Madison Ave., New York 17, N.Y. 4 5 6 7 8 9 11 York 17, N.Y.

12, 4
5 7 8

MANUFACTURERS Printing Ink Corp., 1

Brooklyn 1, N.Y.

MARKEM Machine Co., Keene, N. H. \*MC-ADAMS, John, & Sons, Inc., 20 Knight St., Norwells, Conn. MC CUTCHEON Bros. & Quality, Inc., 2653 N. Rosso St., Philadelphia, Pu. 2 3 5 7 8 9 10 MEINERS, Bernhard, Inc., 22 Albany, New York 6 MEYER, E. W., Co., 487 E. Michigan St., Milwaukoo, OHIO Ink Lubersteries, 308 Main St., Cincinnati 2 2 3 OKIR, F. G., Inc., 5916 State Rd., Philladelphia, Pa. 12 13

1 2 3 4 5 6 7 8 9 10 11 2 13 14 15 PACIFIC Const Div. Sun Chemical Corp., 1425 Folsom 51., Sun Francisco 3, Calif. PEK, James L., 47 High St., West Orange, N. J. POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y. POPE & Gray, Inc., Industrial West, Allwood, Clifton, 5 6 7 8 ROBERTS, Lewis, Inc., 72 Union St., Newark 5 1 2 3 5 6 7 8 9 10 11 12 13 14 SCHWARM & Jacobus Co., 1216 Jackson St., Cincinnati 5 6 7 8 9 10 11 SENEFELDER Company, Inc., 32 Greene St., New York \*SIEBOLD, J. H. & G. B., Inc., 150 Verick St., New York 51, N.Y.

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SINCLAIR and Valentine Co., 611 W. 129th St., New York 17, N.Y.

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SLEIGHT Metallic Ink Co., 900 5. Clinton St., Chicage, 1 3 5 7 8 9 10 11 STEEL City Printing Ink Co., 281 Carliss St., Pintshu SUPERIOR Printing Ink Co., 295 Lafayette St., New York 12, N.Y. TRIANGLE Ink & Color Co., 329 E. 29th St., New York 2 3 ULLMAN, Sigmund, Inks, Gen. Prt. Ink, Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y. 1 2 3 4 5 6 7 8 9 WHALEY'S Motallic Powders, Freistett, Mo.

WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N.Y. WINSLOW Ink Corp., 110 Greene St., New York 12, N.Y.

# INK VARNISHES AND LACQUER

1 Lacquer 2 Varnish 2

ACME Printing Ink Co., 1419 W. Carroll, Chicago ALLIED Finishing Specialties Co., 2610 W. Grand Ave. Chicago 12, III.

\*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn BAER Bres., 436 W. 37th St., New York 18, N.Y.

BARTA-Griffin Co., P.O. Box 808, Worcester 1, Mass. BERSING Bros. & Deoney, 3301 Hunting Park Ave., Philadelphia 29, Pa.

BOWERS Printing Ink Co., 711 W. Luke St., Chicago BRADEN Sutphin Ink Co., 3800 Chester Ave., Cleve-land 14, Ohio

BRAZNELL Co., Inc., 2227 Walnut St., St. Louis 3

BUCKEYE Printing Ink Co., 480 S. Pearl St., Columbus

CALIFORNIA ink Co., Inc., 545 Sansome St., San Francisco 11, Colif.

CAMDEN Ink & Color Co., 1001 Market St., Camden, N.J. CENTRAL Compounding Co., 1718 N. Damen Ave., Chi-

cogo, III. CHEMICAL Color & Supply Co., Div. Sun Chemical Corp., 2820 W. Grand Ave., Chicogo, III. CHICAGO Printing Ink Co., 205 W. Wacker Drive, Chicago 6, III.

CONSOLIDATED Printing Ink Co., 431 N. Griggs St., St. Paul 4, Minn.

CRESCENT Ink & Color Co. of Pa., 464 N. Fifth St., Philadelphia 23, Pa.

DRISCOLL, Martin, & Co., 610 Federal St., Chicag \*EAGLE Printing Ink, Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.

FINNE-Datrick, Inc., 415 W. 55th St., New York 19, #FLINT, Howard, Ink Co., 2546 Clark Ave., Detroit 9,

FUCHS & Long, Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.

GAETJENS, Berger & Wirth, Inc., 35 York St., Brooklyn

1 2 GENERAL Printing Ink Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y. and 1201 W. Washington Bivd., Chicago 7, III.

GENERAL Research & Supply Co., 527 S. Division Ave., Grand Rapids, Mich. GOTHAM Ink & Color Co., 5-19 47th St., Long Island City 1, N.Y.

HELLMUTH, Charles, Printing Ink Corp., 154 W. 18th 51., New York 11, N.Y.

HERRICK, Wm. C., Ink Co., Maple St. & Erle R. R., East Rytherford, N. J.

HILL-Hentschel Co., 3928 Clayton Ave., St. Louis 11

HILO Varnish Carp., 56 Stewart Ave., Brooklyn 6 HUBER, J. M., Corp., 1478 Chestnut Ave., Hillside, N.J.

ILLINOIS Bronze Powder Co., Inc., 2023 S. Clark St., Chicago 16, III.

INK & Chemical Co., 550 Fifth Ave., New York 17

\*INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 36, N.Y.

1 2 KELLY, E. J., Div. Sun Chemical Corp., 1807 N. Pitcher St., Kalamazoo 45, Mich.

KOHL and Madden Printing Ink Co., 1132 S. Jefferson St., Chicage 7, III.

LEVEY, Fradk. H., Co., Inc., 380 Madison Avenue, New York 17, N.Y. MC CUTCHEON Bros. & Quality, Inc., 2653 N. Reese St., Philadelphia, Pa.

MEINERS, Bernhard, Inc., 22 Albany, New York 6 MESEROLE, Edward D., 265 Canal St., New York, N.Y. MONSANTO Chemical Co., Morrimac Div., Everett 49,

MORRILL, Geo. H., Ce., Div. Sun Chemical Cerp., 1010 44th Ave., Long Island City 1, N.Y.

OKIE, F. G., Inc., 5916 State Rd., Philadelphia, Pa.

PECK, James I., 47 High St., West Orange, N.J.

POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y. POPE & Gray, Inc., Industrial West, Allwood, Clifton,

ROBERTS, Lowis, Inc., 72 Union St., Newark 5, N. J.

SENEFELDER Co., Inc., 32-4 Greene St., New York 13, \*SIEBOLD, J. H. & G. B., Inc., 150 Verick St., New York 51, N.Y.

SINCLAIR and Valentino Co., 611 W. 129th St., New York 27, N.Y.

SLEIGHT Motellic Ink Co., 900 S. Clinton St., Chicago. ★SUN Chemical Corp., 1010 44th Ave., Long Island City 1, N.Y. SUPERIOR Printing Ink Co., 295 Lafayette St., New

ULLMAN, Sigmund, Inks, Gen. Prt. Ink, Div. Sun Chemical Corp., 1010 44th Ave., Long Island City 1 N.Y.

WILSON, W. D., Printing Ink Co., 5-38 46th Ave., Long Island City 1, N.Y.

WINSLOW Ink Corp., 110 Greene St., New York 12, N.Y.

# INSERTING MACHINES

BARKLEY & Dexter, 50 Frankfort St., Fitchburg, Mass. CHRISTENSEN Machina Co., 100 Fourth St., Recine, Wis., DEXTER Folder Co., Peurl River, N.Y. HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.



# JIG SAWS, DRILLING MACHINES

BOICE-Crane Co., 930 W. Central Ave., Telede 6, Ohio CRAWLEY Book Mechinery Co., 328 Keturah St., Newport, Ky. & Co., Inc., 910 E. 138th St., New York MILWAUKEE Sew Trimmer Corp., 612 E. Clybourn St., Milwaukee 2, Wis., PIONEER Tolade Corp., 1139 Nebroska Ave., Tolede \*RICHARDS, J. A., Co., 903 N. Pitcher St., Kulumusee 13F, Mich. \*WESEL Mfg. Co., 1141 N. Washington Ave., Scran-

# JOGGING MACHINES

ARRAMS, M. L., Co., 1841 Prospect Ave., Cleveland, Ohio

\*\*AMERICAN Type Founders Inc., 200 Elmora Ave., Elizabeth, N.J.

BRACKETT Stripping Machine Co., 505 Jackson St., BRACKETT 3tripping meanine Co.,
Topeka, Kan.

DOLLAHITE K. T., Co., 106 W. 15th, Fort Worth, Texas
\*\*LAWSON, E. P., Co., Inc., 426 W. 33rd St., New
York, N.Y.

MACK Specialties Co., 18 E. Fourth St., Cincinnati 2
MAXSON Automatic Machinery Co., 98 Granite St.,
Westerly, R. I.

SCHEINKER, Ilya, Mech. Eng., 35 Great Junes St.,
New York 12, N.Y.

SYNTRON Company, 575 Lexington Ave., Homer City,
Pa. UNIVERSAL Jogger Co., 1627 Washington Ava., Min-neopolis, Minn.



KNIVES, INK

CALIFORNIA Ink Co., 545 Sansome St., San Francisco, FUCHS & Lang Mfg. Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y. LAMSON & Goodnow Mfg. Co., Shelbourne Falls, Mass. ★SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y. TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn,

KNIVES, MAKEREADY, OVERLAY \*AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth B, N. J. CALIFORNIA Ink Co., 545 Sansame St., San Francisco, CRONITE Co., Inc., 88th St. & Hudson Blvd., North Bergen, N. J. HOE, R., & Co., 910 E. 138th St., New York 54 AMSON & Goodnow Mfg. Co., Shelbourne Falls, Mass. IAZ-Dar Company, 469 Milwaukes Ave., Chicage NAZ-Der 10, III. \*SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y. STANLEY Electric Tools, New Britain, Conn. TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn

KODACHROME FILM CLEANER

\*ANCHOR Chemical Co., 829 Bergen St., Brooklyn 38, MERIX Chemical Co., 1021 E. 55th St., Chicago ROSCO Luboratories, 29 Moore St., Brooklyn, N.Y. WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia 7, Pa.



LABELING MACHINES

CORKPAK Co., The, 70 Argyle St., New Rochelle, N.Y.
GUMMED Tope & Devices Co., 1318 Sixtleth St., Brooklyn, N.Y.
HAIDA Engineering Co., 34-11 Vernon Blvd., Long
Island City 1, N.Y.
KNOWLTON, M. D., Co., 47 Clorissa St., Rothester,
N.Y. N.Y. \*MAGNACRAFT Mfg. Co., 3138 W. Chicogo Ave., Chi-\*MAGNACRAFI Mrg. Co., 133 Tr. Co., 135 Cr. Co., 135 Cr. Co., 1376 W. Estes Ave., Chicago 26, III.
NEW Jersey Machine Corp., 15th St. & Willow Ave., Hoboken, N. J.
POTDEVIN Machine Co., Inc., 226 North Street, Teterboro, N. J. STOKES & Smith Co., Frankford Ave., Philadephia

# LACQUER SPRAYING EQUIPMENT (See Bordering, Etc.)

LAMINATING MACHINES

\*CHAMPLAIN Co., Inc., 88 Llewellyn Ave., Bloomfield,

GENERAL Research & Supply Co., 527 S. Division St., Grand Rapids, Mich. HAIDA Engineering Co., 34-11 Vernan Blvd., Long Island Ciry, N.Y. #MUDSON-Sharp Machine Co., 1201 Main St., Green Bay, Wis. INTA-ROTO Machine Co., Inc., R. F. D. 6, Box 61, Richmond, Va. KOHLER System Co., 159 E. Chicago Ave., Chicago 11, III. MEISEL Press Mfg. Co., 944 Dorchester Ave., Baston Moore, Kenneth J., & Co., 1778 W. Estes Ave., Chicago 26, III.
PARRY, Samuel R., Mechine Co., 222 Mill St., Rechester, N.Y.
STAUDE, E. O., Div., The Sperry Corp., 2675 University Ave., St. Paul, Minn.
WALDRON, John, Corp., New Brunswick, N. J.

LAYOUT, POSITIONING PAPER

\*HAMILTON Mfg. Co., Two Rivers, Wis. KEUFFEL & Esser Company, 300 Adams St., Hoboken, RULEX Type Corp., 127 W. Harrison, Chicago, III.

LENS CLEANER

CHEMCO Photoproducts Co., New St., Glen Cove, N.Y. & DOUTHITT Corp., The, 680 E. Fort St., Detroit 28, EASTMAN Kodak Co., Rochoster 4, N.Y.

MALLINCKRODT Chemical Works, 2nd & Mallinckrodt Sts., St. Louis 7, Mo. MERIX Chemical Co., 1021 E. 55th St., Chicago 15, III. PHILLIPS & Jacobs, 622 Raca St., Philadelphia ROSCO Laboratories, 367 Hudson Ava., Brooklyn 1 WILLIAMS, Brown & Earle, 794 Chestnut St., Phila-

LENSES, MIRRORS, PRISMS

\*\*EAMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth B, N. J.

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10, N.Y.

BACHE, Semon, & Co., 636 Greenwich St., New York 14, N.Y.

BAUSCH & Lomb Optical Co., 681 St. Paul St., Rachester. BAUSCH & Lomb Option Co., see Supply Co., 287 Atlantic Avenue, Boston, Mass.
CHEMCO Photoproducts Co., New St., Glen Cave, N.Y.
CONSOLIDATED Photo Engravers Equipment Co., 1112
N. Homan Ave., Chicage, III.
\*\*DOUTHITT Corporation, 680 E. Fort St., Detroit 26, Mich. GENERAL Scientific Corp., 5151 W. 65th St., Chicago, OSER American Optical Co., 317 E. 34th St., New York 16, N.Y. PICTORIAL Machinery Ltd., Crawley, Sussex, England ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, Illinois ROSCO Laboratories, 29 Maore St., Brocklyn, N.Y. SULLEBARGER, E. T., Co., 114 Liberty St., New York 6, \*WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa. WILLIAMS, Brown & Earle, 904 Chestnut St., Philadel-ZARKIN Machine Co., 34-19 10th St., Long Island City 6, N.Y.

# LETTERING INSTRUMENTS AND **TEMPLETS**

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10, N.Y. VARIGRAPH Co., Inc., Box 690, Medison, Wis.

LIFTS, PAPER

1 Feeder Lifts 2 Automatic Skid 1 2

BERRY Machine Co., 716 N. First St., St. Louis, Mo. ECONOMY Engineering Co., 4511 W. Lake St., Chi-

cago, III.
GENERAL Research & Supply Co., 527 S. Division,
Grand Rapids, Mich.

\*LAWSON, E. P., Co., Inc., 426 W. 33rd \$1., New York 1, N.Y.

RATHBUN & Bird Co., 379 W. Broadway, New York REVOLVATOR Co., 86th & Tonnelle Ave., North Bergen,

SOUTHWORTH Machine Co., 30 Warren Ave., Pertland. Maine 2

LIGHTING UNITS

BENJAMIN Electric Mfg. Company, Des Plaines, III.
CURTIS Lighting, Inc., 6135 W. 6th St., Chicage 38
FOSTORIA Pressed Steel Corp., Fostoria, Ohie
FRINK Corperation, The, 27-01 Bridge Plaza No.,
Long Island City, N.Y.
MACBETH Daylighting Co., P.O. Box 950, Newburgh,
N.Y. N.Y. MILLER Company, 99 Center, Meriden, Conn. PICTORIAL Machinery Ltd., Crawley, Sussex, England SYLVANIA Electric Products Inc., 500 Fifth Ave., New York 18, N.Y.
WESTINGHOUSE Electric & Mfg. Co., East Pittsburgh,

# LOOPING MACHINES (See Tag Machinery)

LOOSE-LEAF BINDERS, PARTS, IN-**DEXES AND SYSTEMS** 

\*AIGNER, F. J., Company, 426 S. Clinton St., Chicago # AIGNER, F. 3., Company, 426 S. Chinen St., Chicage 7, III.

BROCK & RANKIN, 619 S. Le Salle St., Chicage 5, III.

BUCHAN Loose Leaf Records Co., 420 S. Penn St.,

Clifton Heights, Pa.

BURKHARDT Company, 547 W. Larned St., Detroit

ELBE File & Binder Co., 649 Alden, Fall River, Mass.

ELLINGSWORTH Mfg. Co., 200 S. Paoria St., Chicago FLEX-O-Coil Products Co., 235 W. 27th St., Los An-FLEX.-0-Coil Products Co., 233 W. 27th St., Los Angoles, Colif.

#GENERAL Binding Corporation, 812 W. Belmont Ave.,
Chicogo 14, Ill.

HEINN Compony, 326 W. Fiorido St., Milwaukes 4

LEFAX Inz., 9th & Sansom Sts., Philadelphia 7, Pc.

NATIONAL Blank Book Co., Helyoke, Mass.

REMINGTON Rand, Div. of Sperry-Rand Corp., 315

Fourth Ave., New York 10, N.Y.

SHEPPARD, C. E., Co., 4401 21st St., Long Island City

1 M.Y.

1, N.Y. SMITH, S. K., Company, 2857 N. Western Ave., Chicago 18, III.

SPEED Products Co., 32-01 Queens Blvd., Long Island City 1, N.Y. City I, N.Y.

SPIRAL Binding Co., 406 W. 31st St., Now York I, N.Y.

SPIRAL Binding Co., 406 W. 31st St., Now York I, N.Y.

STANDARD Mechanical Bindings Co., 1100 W. 3rd Ave.,

Columbus, Ohio

TRACSTY Mfg. Co., The, Lockland, Cincinneti 15

TRUSSEL Mfg. Co., Inc., 190 Cettage Street, Poughkeepsie, N.Y.

WILSON Jones Co., 209 S. Jefferson St., Chicage 6, III.

LUBRICANTS, OILS, GREASES

LUBRICANTS, OILS, GREASES

ANCHOR Chemical Ca., 829 Bergen St., Brooklyn 18
COOK'S, Adam, Sons, Inc., 5 N. Silles St., Linden, N.J.
FEDERAL Mining & Mfg. Co., 222 Kearney Ava., Jersey
City 4, N. J.
FISKE Brethers Refining Co., Lubriplate Div., 129 Lockwood St., Newark 5, N. J.
GULF Oil Carporation, Gulf Building, Pittsburgh 30
ALUDIOW Typograph Co., 2032 Clybourn Ava., Chicage 14, III.
MERIX Chomical Co., 1021 E. 55th St., Chicage 11, III.
PECK, James I., 47 High St., West Orange, N. J.
PURE Oil Co., 35 E. Wacker Drive, Chicage 1, III.
\*\*SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New
York 13, N.Y.
SUPERIOR Fluke Graphite Co., 33 S. Cark St., Chicage
3, III.

LUBRICATING EQUIPMENT

BIJUR Lubricating Corp., 151 W. Passaic St., Rechalle Park, N. J. BOWSÉR, Inc., 1302 Creighten Ave., Ft. Wayne 2, Ind. PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14, III. RIVETT Lorthe & Grinder, Inc., 20 Riverview Rd., Boston, Mass.



MACERATING MACHINES

CHICAGO Box Machine Works, 1810 W. Grand Ave., Chicage 22, III. JOHNSTON Feil Mfg. Co., 6100 S. Broodway, St. Leuls, YOUNG Engineering Co., 2429 N. Sheffield, Chicage

MAGNIFYING, REDUCING GLASSES

ABBEON Supply Co., 179-15 Jamaica Ave., Jamaica 3, BACHE, Seman, & Co., 636 Greenwich St., New York BAUSCH & Lomb Optical Co., 681 St. Paul St., Roches-CORRPAK Co., Inc., The, 70 Argyle Ave., New Ro-chelle, N.Y. chelle, N.Y. \*\*DOUTHITT Corp., The, 480 E. Fort St., Detroit EDROY Products Co., 480 Lexington Ave., New York N.Y.

GLOGAU & Co., 1914 W. Birchwood, Chicago, III.

PHILLIPS & Jacobs, 622 Race St., Philadelphia

METZGER, Afred E., 30 Irving Place, New York 3

MONOMELT Company, 1611 Polk St. N. E., Minner lis 13, Minn.

NAZ-Dar Co., 461 Milwaukee Ave., Chicage 10, III.

\*\*AORTLEB Machinery Co., 3818 Lactede Ave., 51, Louis OSTRANDER-Seymour Co., 1710 N. 25th St., Malress PAGE, Robert R., 41 Union Square, New York 3 \$\delta\silon\text{EBOLD}, J. H. & G. B., Inc., 150 Varick \$1., New York, N.Y.

STANLEY Electric Tools, New Britain, Conn.
WILLIAMS, Brown & Earle, 904 Chostnut St., Philadelphia 1, Pa. ZEISS, Carl, Inc., 485 Fifth Ave., New York, N.Y.

MAILING WRAPPER PASTING DEVICES

AMES Bag Company, 2200 Selma Ave., Selma, Ala. \*CHESHIRE Mailing Machines, 1644 N. Henora St., Chi-±MAGNACRAFT Mfg. Co., 3138 W. Chicago Ave., Chi-

MALLETS

ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New York 10, N.Y. AMERICAN Fabricators, 22 W. 21st St., New York 10, M.Y.
GOODRICH, B. F., Co., 500 5. Main St., Akron 18
+HOE, R., & Co., Inc., 910 E. 138th St., New York S4,
NEW Plastics Corp., 1026 N. Sycamore, Los Angeles
THOMPSON Cabinet Co., Ludington, Mich
UNITED States Rubber Co., 1230 Ave of the Americas, New York UNITED Stereotype & Supply Co., Box 38, West Lynn, WRIGHT Mfg. Co., P. O. Box 6567, Houston 1, Texas

MANAGEMENT CONSULTANTS

\*GRAPHIC Arts Industry, Inc., 1104 Currle Ave., Min-neapolis, Minn. REMINGTON-Rand, Div. of Sperry-Rand Corp., 315 Fourth Ave., New York, N.T.

MARKING MACHINES

COXHEAD, Rulph, Co., 333 Sixth Ave., New York FERGUSON, J. S., Co., P. O. Box 1226, Jolist, III. FORCE, Wm. A., & Co., 216 Nichols Ave., Brooklyn S., #MOE, R., & Co., Inc., 910 E. 138th St., New York S4.

JOSLIN, A. D., Mfg. Co., Manistee, Mich. MARKEM Machine Co., Keene, N. H. MARSH Stencil Co., 707 E. B. 51., Belleville, III. MATTHEWS, Jus. H., & Co., 3951 Forbec St., Pinsburgh 13, Pa. MELIND, Louis Company, 362 W. Chicago Ave., Chi-MELIND, Levis Company, and T.

cago 10, III.

OLSEN Mark Corp., 124 White St., New York 13

PERRIESS Roll Leef Co., 4511 New York Ave., Union
City, N. J.

ROBERTS Numbering Machine Co., 694 Jamaica Ave.,

Brooklyn B, N.T.

STAFFORD Engraving Co., 229 N. Pennsylvania St.,

Indianageolis S, Ind.

UNITED Shoe Machinery Corp., 140 Federal St., Boston,

# MARKING MACHINE, ROTOGRA-**VURE CYLINDER**

HOE, R., & Co., 916 E. 138th St., New York 54 HUDSON-Sharp Machine Co., 1201 Main St., Green Bay, Wis. INTA-ROTO Machine Co., R.F.D. 6, Box 61, Richmond, STONE, Thos. & George M., 502 Mulberry St., Newark

MATRIX PAPERS

ALBEMARLE Poper Mfg. Co., The, Box 2189, Richmond, Vo.
CORKPAK Co., The, 70 Argyle Ave., New Rechelle, N.T. DUDLEY, Kenneth E., Box 806, Hagerstewn, Md. STANDARD Paper Mfg. Co., First & Hull Sts., Richmond, Va. WOOD Flong Corp., 551 Fifth Avs., New York 17, N.Y. WRENN Paper Co., Middletown, Ohio

# MAT ROLLERS

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10, N.Y. &GOSS Printing Press Co., 5601 W. 31st St., Chicago 50 &HOE, R., & Co., 910 E. 138th St., New York 54 SCOTT, Walter, & Co., Inc., 535 South Ave., Pluinfield, N.T.
SHAW Machine & Tool Co., 1151 Temple St., Los
Angeles 12, Celif.
STEREOTYPE Equipment Co., 2815 Irving Park Rd., 12, Calif. PE Equipment Co., 2815 Irving Park Rd., 18, III.

MATS, FLOOR

AMERICAN Floor Products, 4922 Wisconsin Ave. N. W., Washington 16, D. C.

MATS, STEREOTYPE, DRY

BEVERIDGE Paper Co., 717 W. Wushington, Indian-apolis 4, Ind.
BURGESS Callulose Co., Freeport, III.
CERTIFIED Dry Must Corp., 9 Rockefeller Plaza, New York 20, N.Y.
CORKPAK Co., The, 70 Argyle Ave., New Rochelle, N.Y. N.Y. DORSEY'S Printers Supply Co., Inc., 125 Pontotoc, Memphis, Tenn.
PIONEER Rubber Engrain Co., 21 E. 17th Street, New York 3, N.Y.
WOOD Flong Corp., 551 Fifth Ave., New York 17

# MAT TRIMMERS

MAI TRIMMERS
COES Knife Co., 72 Coes St., Worcester, Muss.
4GOSS Printing Press Co., 5601 W. 31st St., Chicage 50
4HOE, R., & Co., 910 E. 138th St., New York 54
SHAW Machine & Toel Co., 1181 Temple St., Los
Angeles, Calif.
STA-HI Corporation, 1235 W. Washington Blvd., Whittier, Calif.
UNITED Stereotype & Supply Co., Bux 38, West Lynn,
Muss.

METAL AND METAL FLUX

BELMONT Smolting & Refining Works, Inc., 336 Bel-mont Ave., Brooklyn 7, N.Y. #BLATCHFORD Div., National Load Co., 111 Broadway, New Yark, N.Y.
DIVISION Lead Co., 7742 W. 61st Place, Summit, III
FARRELLOY Company, 1243-45 N. 26th St., Philodelphia 21, Pa. ARRELOY Company, January Company, delphie 21, Pa. delphie 21, Pa. PEDERATED Metals Div., American Smolting & Rofining Co., 120 Broadway, New York 15, N.Y. FOUNDRY Chemical Co., 36-08 Review Ave., Long land City 1, N.Y. GARDINER Metal Co., 4820 S. Campbell St., Chicego GARDINER Metal Co., 4520 S. 34th Ave., Chicage 132, III.
IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicage INDIANA Chemical & Mfg. Co., 517 S. Alabama St., Indianapolis 25, Ind.
JOHNSON Gas Appliance Co., 520 "E" Ave., Coder Rapids, Iowa
KELLY Metal Corp., Humbalds and Calyer Sts., Brocklyn, N.Y.
MERCHANT & Evans Co., 2035 Washington Ave., Philadelphia, Pa.
METALS Refining Co., Bax 109, Hummand, Ind.
PITTSBURGH White Metal Co., 3116 Penn Ave., Pittsburgh, Pa. PITTSBURGH WATER MAN TO MAN THE MET AND THE MAN THE MAN THE MAN THE MAN THE MAN THE MET AND THE MET AN

# METAL MOLDS

IMPERIAL Type Metal Co., 1800 S. 54th Ave., Chicago 50, III.

\*MERGENTHALER Linetype Co., 29 Ryerson St., Brookiyn 5, N.Y.
MISSOURI-Central Type Faundry, 765 E. Murdack Ave.,
Wichite 5, Kan.
NOLAN Corp., 1333 E. Dominick, Reme, New York
\*\*STAR Pars, Inc., 2 S. Maia St., Sc. Hackensack, N.J.
UNITED American Metals Corp., 200 Diamaed St.,
\*\*Brooklyn 22, N.Y.

**METAL POTS** 

ACME Electric Heating Co., 1217 Washington St., Beston 10, Mass.
ELECTRIC Heating Co., 8616 Madison Ave., South Gate, Calif.
GENERAL Electric Co., 1 River Road, Scheneslady 5

\*\*GOSS Printing Press Co., 5601 W. 31st 51., Chicago 50

\*\*\*HOE, R., & Co., Inc., 910 E. 138th 51., New York 54, N.Y. IMPERIAL Type & Metal Co., 1800 S. 54th Ave., Chi-cone 50, III. IMPERIAL Type & mastif Co., 1800 S. Jan. Co., 500 S. Jil.
INDEPENDENT Electric Machinery Co., Inc., 300 Southwast Blvd., Kansas City, Mo.
gintERTYPE Corp., 360 Furmen St., Brooklyn
KEMP, C. M., Mig. Co., 405 E. Oliver St., Beltimere 2, Md.

\*\*LUDIOW Typograph Co., 2832 Clybourn Ave., Chicage 14, III

MARGACH Mig. Co., 82 Beekman, New York

\*\*MERGENTHALER Linetype Co., 29 Ryerson St., Brook-In S, N.Y.

MISSOURI-Central Type Foundry, 703 E. Murdeck St.,

Wiching, Kenses

NOLAN Corporation, 1333 E. Dominick St., Rome, N.Y.

SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Calif.

#STAR Parts, Inc., 2 S. Main St., So. Hackensack, N.J.

METAL, DUMPED, SEPARATORS UNITED American Metals Corp., Corner Calyer & Diamond Sts., Brooklyn 22, N.Y.

MITERING MACHINES

\*AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N.J. CRAFTSMEN Machinery Co., 575 Atlantic Ave., Boston 10, Mass. ★FOSTER Mfg. Co., 13th & Cherry Sts., Philadelphia, Pa. MISSOURI-Contral Type Foundry, 703 E. Murdock St., Wichita, Kansas ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago

TAYLOR-Made Rule Co., 65 Flatbush Ave., Brooklyn WALLIN Mfg. Co., 309 S. 13th St., Omeha 2, Neb.

MOLDING PRESSES, DIRECT PRES-SURE, LEAD, MATS, PLASTIC, WAX

\*AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth B, N. J.

\*GOSS Printing Press Co., 5601 W. 31st St., Chicago 50 \*HOE, R. A. Co., 910 E. 138th St., New York 54 \*LAKÉ Erie Engineering Corp., P.O. Box 68, Buffale 17, N.Y. MERIX Chemical Co., 1021 E. 55th St., Chicago, III. MONOMELT Co., Inc., 1611 Polk St., N.E., Minned lis 13, Minn. OSTRANDER Seymour Co., 1710 N. 25th St., Melrose Park, III.
PARSONS & Whittmore Inc., 250 Park Avenue, New York 17, N.Y. York 17, N.Y. STEREOTEX Machinery Co., Box 31, Westport, Conn. STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicage 18, Ill. WILLIAMSON & Co., Passaic Ave., Caldwell, N. J.

MOLESKIN AND MOLLETON AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave. New York 10, N.Y. BEST, Edward H., & Co., P. O. Bex 1752, Besten CORKPAK Co., The, 70 Argyle Ave., New Rochelle, N.Y. FUCHS & Lang Mfg., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y. GODFREY Roller Co., 215 N. Cames St., Philadelphia, Pn., \*INTERCHEMICAL Corp., Printing Ink Division, 67 W. 44th St., New York 19, N.Y. McKINLEY Litho Supply Co., 1623 John St., Cincinnetl, Ohio
ROBERTS & Porter, Inc., 555 W. Adams St., Chicago
SENEFELDER Co., 32 Greene St., New York 13
#SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New
York S1, N.Y.
SINCLAIR and Valentine Co., 611 W. 129th St., New
York 27, N.Y.

MORTISER, TYPE

\*RICHARDS, J. A., Co., 903 N. Pitcher St., Kalamazoo 137, Michigan ROUSE, H. B., & Co., 2114 N. Wayne Ave., Chicago 14, III.

MOTORS, CONTROLS, DRIVES

ALLIN-Bradley Co., 136 W. Greenfield, Milwaukee, Wis. ALLIS-CHALMERS Mfg. Co., 1127 S. 70th St., Milwau-ALIS-CHAINERS May Lea 1. Stewart St., Milwouke 7 CENTURY Electric Co., 1806 Pine St., St. Louis 3 CHICAGO Electric Co., 1318 W. 22nd St., Chicago & CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago & CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago CUTLER-Hammer, Inc., 315 N. 12th St., Milwaukee ELECTRON Equipment Corp., Box 229, South Pasade Colif.

EMERSON Electric Mfg. Co., 8100 Florissant, St. Louis 21, Mo. FAIRBANKS Morse & Co., 600 S. Michigan Ave., Chi-

cago 5, III.
GENERAL Electric Co., 1 River Road. Schenectudy 5
#G055 Printing Fress Co., 5601 W. 31st St., Chicago 50
HORTON Mfg. Co., 1179 15th Ave., S.E., Minneapelis,

HOBION Mfg. Co., 1179 15th Ave., S.E., Minneapelis, Minn.
LINK-Belt Co., Prudential Plaza, Chicago
#MIEHLE Printing Press & Mfg. Co., 14th St. & Damen
Ave., Chicago & Illinois
MONITOR Controller Co., 31 S. Gay St., Baltimere
MORTHWESTENN Electric Co., 408 S. Hoyne Ave.,
Chicago 12, Ill.
OILGEAR Co., 1360 W. Pierce St., Milwaukee 4, Wisc.
REEVES Pulley Co., 1227 Seventh St., Columbus, Ind.
RELIANCE Electric & Engineering Co., 1088 Ivanhoe
Rd., Cleveland, Ohio
STAR-Kimble Motor, Div. of Miehle Printing Press Co.,
205 Bloomfield Ave., Bloomfield, N.J.
STERLING Electric Motors, 5401 Anabeim-Telegraph Rd.,
Los Angeles 22, Calif.
U. S. Electrical Motors, Inc., Box 2058 Terminal Annex,
Los Angeles 54, Calif.
WAONER Electric Corporation, 6400 Plymouth Ave.,
St. Louis 14, Mo.
WESTINOHOUSE Electric Corp., P. O. Bex 868, Pittsburgh, Pa.

MULTIPLE NEGATIVE MACHINES

\*\*WILTIPLE NEGATIVE MACHINES \*\*
\*\*LANSTON Monotype Machine Co., 24th & Locust Sta., Philadelphia 3, Po.
\*\*LONG Eng Research Corp., 1000 Wheatsheaf Rd., Lindan, N. J.
\*\*PICTORIAL Machinery Ltd., Crowley, Sussex, England RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 10th and 44th Ave., Long Island City 1, N.Y.
\*\*WATERWORTH Eng & Mfg. Co., 2329 Troy 31., Day-ton 3, Other Co., 2329 Troy 32., Day-ton 3, Other Co., 2329 Troy 32.



**NAILING MACHINES** 

CHEMCO Photoproducts Co., New St., Gen Cove N.Y.

#DOUTHITT Corp., 680 E. Fort St., Detroit 26, Mich.

#ELLER Corp., The, 2135 Superior Ave., Cleveland

#HOE. R., & Co., 910 E. 138th St., New York 54

PHILLIPS & Jacobs, 622 Race St., Philadelphia, Pa.

#WESEL Mfg. Co., 1141 N. Washington Ave., Scran-

NAILS, BLOCKING (BRADS)

\*AMERICAN Steel & Wire Co., Rockefeller Bldg., Cleveland 13, Ohio \*DOUTHITT Corp., 680 E. Fort 51., Detroit 26, Mich. \*HOE, R., & Co., 910 E. 138th St., New York 54 PHILLIPS & Jacobs, 622 Race St., Philadelphia, Pa.

# **NEGATIVE AND PRINT DRYING** CABINETS

AMSTERDAM Cont'l. Types & Grephic Eqp. Inc., 268 4th Ave., New York 10, N.Y. CHEMCO Photoproducts Co., New St., Glen Cove, N.Y. \*DOUTHITT Corp., 680 E. Fort St., Detroit 26 \*FOSTER Mfg. Co., 13th & Cherry Sts., Philadelphia 7,

Pa. MERIX Chemical Co., 1021 E. 55th St., Chicago, III. PHILLIP5 & Jacobs, 622 Race St., Philadelphia, Pa. SIMPLEX Specialty Co., 116 W. 14th, New York 11

**NEGATIVE CABINETS** 

ANGLE Steel Stool Co., 127 Ook St., Plainwell, Mich. CHEMCO Photoproducts Co., New St., Glen Cove, N.Y. &DOUTHITT Corp., 680 E. Fort St., Detroit 26, Mich. &FOSTER Mig. Co., 13th & Cherry Sts., Philadelphia 7, LYON Metal Products, 1168 Modison Ave., Aurora, III. ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago 31, III.

**NEWSPAPER COLOR ATTACHMENTS** 

\*\*COTS Printing Press Co., 5601 W. 31s St., Chicage 50, 4MOE, R. & Co., Inc., 910 E. 138th St., New York 54 SCOTT, Walter, & Co., 535 South Ave., Pleinfield, N.J. WOOD Newspaper Michy, Carp., 501 Fifth Ave., New York 17, N.Y.

**NEWSPAPER FILES AND RACKS** 

RERGER MG. Co., Div. Republic Steel Corporation, 1838
Belden Ave., N. E., Canten 5, Ohio
EQUIPTO Div. Averer Egpl. Co., Autorea, III.
REMINGTON-Rand, Div. of Sperry-Rand Corp., 315
Fourth Ave., New York, N.Y.
ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chizage
THOMPSON Cobinet Co., Ludington, Mich.

**NEWSPAPER HEADING MATS** IMPRINT Matrix Co., Charlotte, N. C.

**NEWSPAPER AND MAGAZINE** 

REELS, TENSIONS
CAMERON Machine Co., 61 Poplar St., Brooklyn 2
\*CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago ★GOSS Printing Press Co., 5601 W. 31st St., Chicago 50 ★HOE, R., & Co., 910 E. 138th St., New York 54 KOHLER System Co., 159 E. Chicago Ave., Chicago SCOTT, Walter, & Co., Inc., 525 South Ave., Plainfield, N. J. WOOD Newspaper Mchy. Corp., 501 Fifth Ave., New York 17, N.Y.

NITRAZINE PAPER, GRAVURE SQUIBB & Sons, E. R., 745 Fifth Ave., New York 22

NUMBERING MACHINES (See Counters, Daters, Etc.)



# OFFSET DIRECT PROJECTION MACHINES

CALIFORNIA Ink Co., Inc., 545 Sansome St., San Francisco, Celif. HUEBNER Laboratories, 102 Mamaroneck, Mamaroneck,

K.T., \*\*LANSTON Monotype Machine Ce., 24th & Locust Sts., Philadelphia 3, Pa. RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1

OFFSET EQUIPMENT DEALERS

LITHOGRAPHIC Equipment Corp., 500 Fifth Ave., New York City, N.Y.

# OFFSET-LITHOGRAPHIC PLATE GRAINING

ALIEN Associates, 1215 Primrose St., Cincinnati 23 RYAN, E. G., Co., 153 W. Huron St., Chicage 5, III. SENEFELDER Co., The. 32 Greene St., New York 13, N.Y. UNIFORM Graining Corp., 648 N. Western, Chicago 12,

**OFFSET-LITHOGRAPHIC SUPPLIES** 

ADDRESSOGRAPH-Multigraph Corp., 1200 Babbit Rd., Cleveland 17 \*ANCHOR Chemical Co., Inc., 829 Bergen St., Brooklyn #ANCHUR Chemina 16, N.Y.
16, N.Y.
#ANSCO, 40 Charles St., Binghamton, N.Y.
BAUMGARDNER, H. K., Sales & Service Co., 1909
Euclid Ave., Cleveland 15, Ohio
BRADEN-Sutphin Ink Co., 3800 Chester Ave., Cleveland

Euclid Ave., Cleveland 15, Ohio
BRADEN-Sutphin Ink Co., 3800 Chester Ave., Cleveland
14, Ohio
BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave.,
Boston, Mass.
CALIFORNIA Ink Co., 545 Sensome St., San Francisco 11, Calif.
CHEMCO Photoproducts Co., New St., Glen Cove, N.Y.
CORKFACK Co., Inc., New Rochelle, N.Y.
CRAFINT Mfg. Co., 1615 Collamer Ave., Cleveland,
900UTHIT Corp., 680 E. Fort St., Detroit 26
FOIOPLATE Co., 32 Oxford St., Newark S, N. J.
FUCHS & Long Mfg., Div. Sun Chemical Corp., 10th St.
& 44th Ave., Long Island City 1, N.Y.
HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5
\*INTERCHEMICAL Corp., Printing Ink Division, 67 W.
44th St., New York 19, N.Y.
JONES Graphic Products Co., 118 N. Third St., Albuquerque, New Maxice

LE PAGE'S, Inc., 144 Essex Ave., Gloucester, Mass.
LEVEY Co., Frederick H., 380 Modison Ave., New York
17, N.Y.
\*LITHO Chemical & Supply Co., 44 Harriet Pl., Lynbrook, L. I., N.Y.
LITHOPLATE Inc., 278 Arden Dr., Elmonte. Colif.

brook, L. I., N.Y. LITHOPLATE, Inc., 278 Arden Dr., Elmonte, Colif. METZGER, Alfred E., 30 Irving Place, New York 3 NORMAN-Willets Co., 316 W. Washington St., Chicage,

NORMAN-Willets Co., Jis W. Washington. 6, Ill.
PHILLIPS & Jacobs, 622 Race St., Philadelphia, Pa., PHOTO Lithe Plate Graining Ce., The, 1200 S. Baylis St., Baltimare, Md., PITMAN, Herold M., Ce., 51st Ave. and 33rd St., Chicage S0, Ill.
POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.
PRINTING Developments, Inc., 9 Reckefeller Plaza, New York 20, N.Y.
ROBERTS & Porter, Inc., 555 W. Adams St., Chicage COGESS Isinglass & Giue Co., 210 Eastern Ave., Gloucester, Mass.
RYAN, E. G. & Company, 153 W. Huren St., Chicage 18, Ill.

RYAN, E. G. a Company, 18, 111.

18, 111.

SENEFELDER Co., The, 32 Greene St., New York 13, \$25EBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y.

SINCLAIR & Valentine Co., 611 129th St., New York 27, N.Y.

TEANECK Chemical Company, Carlstadt, N. J.

# OFFSET REGISTERING CHASE

\*LANSTON Monetype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.

**OFFSET REGISTER RULE** 

AMSTERDAM Cont<sup>1</sup>l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10, N.Y. LITHOGRAPHIC Technical Foundation, 220 E. 42nd St., New York 17, N.Y.

OVENS, DRYING

ACME Electric Heating Co., 1217 Weshington St., Boston 18, Mass.

\*\*DOYLE, J. E., Co., 1220 W. 6th St., Cleveland 13
GENERAL Research & Supply Co., 527 S. Division Ave.,
Grand Rapids, Michigan

PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicago 14, III. POTDEVIN Machine Co., 226 North Street, Telerboro,

WILLIAMSON & CO., Inc., Passaic Ave., Coldwell, N. J.

**OVERLAYS, MECHANICAL** 

\*CANTINE, Martin, Co., The, Sugerties, N.Y.
COLLINS, A. M., Mfg. Co., 226 Columbia Ave., Philadelphia, Pa.
OLSEN Mark Corp., 124 White St., New York 13
WALKER-Campo Overlay Corp., 1374 Massachusetts
Ave., Cambridge 38, Mass.



# **PACKAGING AND TYING**

MACHINERY

ACME Winter Corp., 1559 Niegara St., Buffele 13 AMSCO Packaging Machinery, Inc., 31-31 48th Ave., Long Island City 1, N.Y. ANDERSON, C. F., & Co., 3225 Calumet Ave., Chicago

ANDERSON, L. 7, B. 16, III.

BARKLEY & Dexter, 50 Frankfert St., Fitchburg, Mass. BUNN, B. H., Co., 7605 Vincennes Ave., Chicage 20 & CLINE Electric Mfg. Co., 3405 W. 47th St., Chicage 32, CORKPAK Co., Inc., The, 45 South St., Mt. Vernen, N.Y. GOAT, Fred, Co., 314 Dean St., Brocklyn 10, N.Y. KNOWLTON, M. D., Co., 47 Clerisse St., Rochester, N.Y. PAFER Coating & Converting Co., Inc., 611 William, Baltimore

Baltimore
PACKAGE Mchy. Co., Springfield, Mass.
REDINGTON, F. B., Co., 112 So. Sangamon St., Chicago 7, Ill.

cage 7, III.
SIGNODE Steel Strapping Co., 2600 N. Western Ave.,
Dept. 113 IP, Chicage, III.
STAUDE, E. G., Div., The Sperry Corp., 2675 University Ave., 91. Paul, Minn.
STOKES & Smith Co., Inc., Frankford, Philadelphia
IIE Co., The, Unadilla, N.Y.

PADDING PRESSES

CARE.M-SET Business Forms, 816 Ferguson Ave., Dayton 7, Ohio
DIDDE-Glaser, Inc., 24 W. 6th Ave., Emperia, Kansas
DOLLAHITE, K. J., Co., 106 W. 15th St., Hr. Worth, Tex.
GUMMED Tape & Devices Co., 1069 Regers Avenue,
Brooklyn, N.Y.
MURPHY, Joseph E., Co., 25 Ellsworth St., Worcester
3, Mass. MURPHY, Joseph E., Co., 25 Ellsworth 31., Worcester 3, Mass. SUTTER, O. W., Mfg. Co., 110 S. Brooke St., Fend du Lac, Wis.

RIEHL Galley Lock Co., Inc., 748 E. 82nd St., Cleveland 3, Ohio ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicage 14, SEILER Mfg. Co., 18 W. Main St., Mt. Joy, Pa.

# PAGING AND NUMBERING MACHINES

MACHINES

\*AMERICAN Numbering Machine Compony, Arlantic & Shapherd Aves., Brooklyn 8, N.Y.

AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 368 4th Ave., New York 10, N.Y.

BATES Mfg. Co., 30 Vesey St., New York 7, N.Y.

CORPAK Co., Inc., The, 70 Argyle Ave., New Rochelle, N.Y.,

\*FORCE, Wm. A., & Co., 216 Nichols Ave., Brooklyn 8, HICKOK, W. O., Mfg. Co., Herrisburg, Pa.

HOOLE Machine & Engraving Works, Inc., 30 Main St., Brooklyn, N.Y.,

\*MCADAMS, John & Sons, Inc., 20 Knight St., Norwalk, Conn. walk, Conn.
ROBERTS Numbering Machine Co., 700 Jamaica Ava.
Brooklyn 8, N.Y.

PAPER CLEANERS, SHEET and Web

\*CHAMPLAIN Co., 88 Llewellyn Ave., Bloomfield, N.J. \*DOYLE, J. E., Co., 1220 W. Sixth St., Cleveland 13 \*OXY-DRY Sheet Cleaner Corp., 1134 W. Montrose Ave., Chicago 13

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(Also see Roll Leaf Cutters)

Knives Lubel

Luba 6 Lever 6a Manu 7 Pev 8 P

6a Manual
7 Power Gauge
8 Power, Hand Clamp
9 Rotory
10 Sefety Guards
11 Sheeter, Roll
1 2 3 4 5 6 7 8 9 10 11
AMERICAN Type Founders, Inc., 200 Elmora Av
Elizabeth B, N. J. 6 7 8 10

AMERICAN Wood Type & Engraving Co., 35 W. 3rd St., New York 12, N.Y.

1 2 3 4 5 6 7 8 9 10 11

AMSTERDAM Cont 1. Types & Graphic Eqp. Inc., 268 4th
Ave., New York 10, N.Y.
1 2

AUTOMATIC Saw Co., 735 E. Ohie St., Indianapolis 2, Ind.
BECK, Charles, Machine Corp., 44 Church Road, King of Prussia, Pa.

BOICE-CRANE Co., 930 Central Ave., Toledo 6 BOLTON, John W., and Sons, Inc., Lawrence, Mass. BORG-Warner Corp., Atkins Saw Division, 402 S. Illi-nois St., Indianapolis 9, Ind. BRADLEY, Milton Co., 74 Park St., Springfield, Mass.

★CHALLENGE Michy. Co., Grand Hoven, Mich.

10

★CHAMPLAIN Co., 88 Llewellyn Ave., Bloomfield, N. J. \*CHANDLER & Price Co., 600 Cornegie Ave., Cleve-

CHAPMAN Knives & Sews, Inc., 504 S. Broodwey, St. Louis 2, Mo.

COES Knife Co., 72 Coes St., Worcester 3, Mass. CONSOLIDATED Phote Engravers Equipment Co., 1112 N. Homan Ave., Chicago, III. CORKPAK Co., The, 70 Argyle Ave., New Rechelle, N.Y.

CRAFTSMEN Machinery Co., 575 Atlantic Ave., Baston 10, Mass.

\*\*DEXTER Folder Co., Pearl River, N.Y.

DOVEN Machinery & Engineering, 2786 W. Van Buren, 51., Chicago, Ill.

\*\*DISSTON, Henry, Div., H. K. Perter Co., Inc., Unruh & Milner Sts., Philadelphia 5, Pa.

FATE-Root-Heath Co., Inc., Plymouth, Ohio FREMONT Tool & Die Co., 432 N. Wood St., Fremont,

GLOBE Mfg. Co., 2009 Kinsey St., Philadelphia 24, Pa. \*HAMILTON Mfg. Co., Two Rivers, Wis.

HANCHETT Mfg. Co., 906 N. State St., Big Rapids,

HARRIS-Seybold Co., 4510 E. 71st St., Cleveland 5
1 2 3 4 5 7 8 Reveland 5
HEPPENSTALL Co., Pittsburgh, Po.
HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa.

HOBBS Mfg. Co., 26 Salisbury St., Worcester S, Mass. HOOPER, F. X., Co., Inc., Glon Arm, Md.

★IRWIN Mfg. Co., 199 Main St., Garland, Pa. JACQUES, John, & Son, 93 Wobster St., Worcester 3,

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\*LAWSON, E. P., Co., 426 W. 33rd, New York 1 1 2 4 5 6 7 8 10 LITH, Michael, Inc., 145 W. 45th 5t., New York 36, N.Y. MAXSON Automatic Mehy. Co., 98 Granite St., Wester-

MEISEL Press Mfg. Co., 944 Dorchester Ave., Boston 25, Mass.

MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita S. Kon.

MORGANS & Wilcox Mfg. Co., 69 Hanford St., Middle-town, N.Y.

NAZ-DAR Co., 469 Milwaukee Avo., Chicago 10

OHIO Knife Co., 8. & O. R. R. & Dremon Ave., Cincinnati 23, Ohio

PARSONS & Whitmore Inc., 250 Park Avenue, New York 17, N.Y. PAYYER Printing Machine Werks, 500 S. Broedwey, St. Louis 2, Mo. 4 POWER Gauges, 304 Hudson St., New York 13

\*PRINTING Machinery Co., 436 Commercial Sq. Cinelinati 2, Ohio

ROBERTSON Photo-mechanix, Inc., 7448 Lowrence Ave., Chicago 31, III.

ROBINSON, John T., Co., 1476 River St., Beston 36 ROGERS, Somuel C., & Co., 191 Dutton Ave., Buffule 11, N.Y.

SANDBERG Mfg. Co., 1941 W. Fulton St., Chicago

SHERIDAN, T. W. & C. B., Co., 229 Church St., New York 13, N.Y.

1 2 3 4 5 6 7 8 9 10 11 #SIEBOLD, J. H. & G. B., 150 Verick St., New York 13 SIMONDS Sow and Steel Co., 470 Main St., Fitchburg, SIMONDS Worden White Co., 617 Negley Pl., Dayton 7, Ohio

SMITH & Winchester Mfg. Co., Inc., South Windham, 1 2 4 9 11 STANDARD Paper Box Machine Co., 476 Broome St., New York 13, N.Y.

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WEBER, H. E., Co., Inc., 725 Fremont St., Kiel, Wis.

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HOCH, Fred W., & Assec., 461 Eighth Ave., New York, N.Y. TESTING Machines, Inc., 123 W. 64th St., New York 23, THWING-Albert Instrument Co., Penn & Pulaski, Phila-

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MARKET Forge Co., 30 Garvey St., Everett 49, Mass.

NUTTING Truck & Cester Co., 1125 W. Division St., Faribouit, Minn.

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SERVICE Caster & Truck Corp., The, 620 N. Brownswood Ave., Albion, Mich.

PARCHMENT, SHEEPSKIN OLOGAU & Co., 1914 W. Birchwood, Chicago 5, III.

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LAWSON, E. P., Co., Inc., 426 W. 33rd St., New
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CHEMCO Photoproducts Co., New St., Glen Cove, N.Y.
EUREKA Photo Offset Engraving, Inc., 20 Vendom St.,
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HUEBNER Laboratories, 102 N. Mamaroneck, Mameroneck N Y
FLANSTON Monotype Machine Co., 24th & Locust Sts.,
Philadelphia 3, Pa.
PHOTON, Inc., 58 Charles St., Cambridge, Mass.
PRINTING Engineers, Inc., 2961 Farnum St., Omoha 2,
Nats.

Nais.
RUTHEFFORD Machinery Co., Div. Sun Chemical Corp.,
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\*WESEL Mig. Co., 1141 N. Washington Ave., Scranton, Fo.
YOUNG, Howell, T., 30 East End Ave., New York 28,

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du Pont, E. I., de Nemours & Co., Fabricaid Div., Wilmington 98, Dol.
GRAPHIC Arts Research Feondation, 112-114 W. Kinxis
St., Chicage 10, III.
+MALOID Co., 53-219 Helicid St., Rechester 3, N.Y.
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MERIX Chemical Co., 1021 E. 35th St., Chicage 15
MILLER-Trojan Co., 1083 W. Main St., Troy, Ohio
RMINISTON Rund, Div. of Sperry-Rand Corp., 315
Fourth Ave., New York 10, N.Y.
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BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave.,
Boston, Mass.

BROWN, W. A., Mfg. Co., 3035 Charlesten St., Chicage 47, III.

CHEMCO Photoproducts Co., New St., Gion Cove, N.Y.

CONSOLIDATED Photo Engravers Equipment Co., 1112
N. Homon Ave., Chicago, III.

g'DOUTHITY Corp., The., 880 E. Fort St., Detroit 26

GELE Company, Joseph, 52 Arlington St., Newark 2,
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HARRIS-Seyhold Co., 4510 E. 71st St., Cleveland 5

£LANSTON Monetype Machine Co., 24th & Lecust Sts.,
Philadelphia 3, Pa.

MASTER Etching Machine Co., 127 Greenwood Ave.,
Wyncete, Pa.

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MILLEE-Trojan Co., Inc., 1083 W. Main St., Troy, Ohio

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PHILLIPS & Jaseubs, 622 Race St., Philadolphia, Pa.

PICTORIAL Machinery Ltd., Crawley, Sussex, England

«PITMAN Harold M., Co., 51st Ave. & 33rd St., Chi
cago 50, III.

ROBERTSON Photo-mechanix, Inc., 7440 Lawronce Ave.,

Chicago 31, Illinois

RUHEEPORD Mechinery Co., Div. Sun Chemical Corp.,

10th St. & 44th Ave., Long Island City 1

RYAN E. G., Co., 153 W. Huron St., Chicago 5, III.

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N.Y.

N.Y. WATERWORTH Eng. & Mfg. Co., 2329 Troy St., Dayton 3, Obio

\*WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa. ZARKIN Machine Co., Inc., 34-19 10th St., Long Esland City 6, N.Y.

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#JAHN & Ollier, 817 W. Washington St., Chicago 1 2 MARK, John G., & Son, 525 Broadway, New York 12. METZGER, Alfred E., 30 Irving Place, New York 3 MONO-Trade Co., 213 S. Sixth St., Minneapolis 2, Minn. MOSSTYPE Corp., 33 Flatbush Ave., Breaklyn 17, N.Y.

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6 Presentitized Offset
7 Rubber
8 Steel
9 Magnesium, polished for Photo Engravers
10 Zinc, Polished, Photo Engravers
11 Zinc, Offset-Litho
1 2 3 4 5 6 7 8 9 10 11
ALJEN Associates, 1215 Primrose St., Cincinneti ALUMINUM Co. of America, 2116 Gulf Bldg., Pins-

AMERICAN Bross Co., Waterbury 20, Conn. 2 3 \*AMERICAN Everype Cerp., 739 Osterman Ave., Deer-

AMERICAN Zinc Products Co., Greencestle, Ind.
3 AMSTERDAM Cont'l Types & Graphic Equip., Inc., 44
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ATLANTIC Zinc Works, 210 Yon Brunt St., Brooklyn 31,

BAKELITE Corporation, 283 Medison Ave., New York

\*BLATCHFORD Div. Notional Lead Co., 111 Broadway, New York City 4

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CALIFORNIA Ink Co., Inc., 545 Sunsome \$1., San Francisco, Calif.
1 2 3 4 10 11 10 11
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DAVIDSON Corp., Sub. of Mergenthaler Linetype Co., 29 Ryerson St., Brooklyn S, N.Y.

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★ECONO Products, Inc., 132 Humboldt St., Rochester 10, N.Y.

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cogo 50, III.

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★TI-PI Company, 1000 Broadway, Kansas City 5, Mis-

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#LAKE Eria Engineering Corp., P.O. Box 68, Buffale 17,
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1 2 3 4 5 7 8 9 10 11
8 EALL, Jack, 641 South Dearborn Street, Chicage 5, Ill.
5
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10 11 CARLSON Co., The, 15 Hathaway St., Boston 10

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7 Gravers Rell Feed
9 Gravers Rell Feed
10 Megazine
11 Mishle, 3rd Color Unit
12 Multi-Color
13 Newspaper
14 Offset-Lithographic Roll Feed
15 Offset-Lithographic Sheet Feed
16 Offset-Lithographic Sheet Feed
17 Perfector, Cylinder
18 Photogeletin (Colotype)
19 Platen
20 Platen, Roll Feed
21 Rotary, Lettorpress, Roll Feed
21 Rotary, Lettorpress, Sheet Feed
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21 31 14 15 16 17 18 19 20 21 22
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14 \*AMERICAN Type Founders, 200 Elmora Avs., Elizabeth B, N.Y.
2 3 7 8 9 10
12 14 15 16 17 19
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1 14 16 19 22

14 16 19 22 BABCOCK Printing Press Corp., 800 Waynesburg Read, S. E., Centen 7, Ohio

12 14 16 21 BANTHIN Eng. Co., 1849-57 Main St., Bridgeport 4, BATHRICK & Palmer Co., 1317 Princeton St., Elkhart,

BRANDTJEN & Kluge, Inc., Gaultier St. & Como Ave., St. Paul. Mune 3 5 19 ACHAMPLAIN Co., Inc., 88 Liewellyn Ave., Bloomfield.

12 ★CHANDLER & Price Co., 6000 Carnegle Ave., Cleveland 3, Ohio 2 3

2 3 5 19
CONSOLIDATED Photo Engravers Equipment Co., 1112
N. Heman Ave., Chicage, III.
\*\*COTTRELL Company, The, A Subsidiary of Harris-Seybold Co., Box 515, Westerly, R. I.

9 10
91 32

12 17 9 10 CRAFTSMEN Machinery Co., 575 Atlantic Ave., Bo 10, Mass.

COMMERCIAL Iron Works, 2424 Porter St., Les Angeles. CRONITE Company, 35 Park Place, New York City 7, N.Y. S. DAVIDSON Corp., Subs. of Mergenthaler Linetype Co., 29 Ryerson St., Brooklyn S. N.Y.
DIETZ Machine Works, 126 W. Fonteine St., Philadel-

DOVEN Machinery & Engineering, 2706 W. Van Buren St., Chicago, III. \*DUTRO, Orville & Sons, Inc., 117 W. 9th St., Los

FORD Instrument Co., 31-10 Tomson Ave., Long Island, N.Y.

**★GOSS Printing Press Co., 5601 W. 31st St., Chicago 50.** 13
HAIDA Engineering Co., 34-11 Vernon Bivd., Long Island City 1, N.Y.

#HAMILTON Tool Co., 832 S. Ninth St., Hamilton, Ohio 17 21

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1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
HARRIS-Scybold Co., 4510 E. 71st St., Cleveland S.
12 HEIDELBERG Sales Ce., 120 N. Sempson St., Houston 3, Texas; 118 E. 12th St., Les Angeles 15, Cellt, 73-45 Woodhaven Blud, Glendule, Long Island, N.Y.
 HEINRICH, H. H., Inc., 111 Eighth Ave., New York 11,
 *HENSCHEL, C. B., Mfg. Co., 229 W. Mineral St., Mil-
woukee 4, Wis.
 #HESS & Barker, 212-22 S. Darien St., Philadelphia
 #HOE, R., & Co., Inc., 910 E. 138th St., New York 54,
                                      7 8
 12 13 14 15 16
HOOPER, F. X., Company, Incorporated, Glon Arm,
Maryland
 *HUDSON-Sharp Machine Co., 1207 Main St., Green
 HUEBNER Laboratories, 102 N. Mamaroneck, Mama-
reneck, N.Y.
 INMAN Mfg. Co., 41 Guy Park Ave., Amsterdam, N.Y.
 INTA-Rote Muchine Co., R.F.D. 6, Bex 61, Richmond,
INTERNATIONAL Paper Box Machinery Co., 315 Main
St., Nashua, N.H.
14 16
14 16
INTERNATIONAL Printing Equipment Co., 540 W. Congress St., Detroit, Mich.
 KESLEY Co., 45 Crown St., Moridon, Conn.
 KIDDER Press Co., Inc., Dover, N. H.
LEVEY Co., Frederick H., 380 Medison Ave., New York
MAGNAT Mach. & Pattern Corp., Leeds, Mass.
MEISEL Press Mfg. Co., 944 Derchester Ave., Boston
   EISEL Press Mfg. Co., 944 Derchester Ave., Boston 25, Meas.

1 7 2 1 2 14 15
MIEHLE Printing Press & Mfg. Co., 2011 Hostings St., Chicago 8, III.
2 3 7 8 9 18 12 13 14 16 17 22
          2 3 7 8 9 16 13 14 16 17 22 Printing Michy. Co., 1115 Reedsdule St., Pirts-
MILLER
              3 5
MOORE, Kenneth J., & Co., 1778 W. Estes Ave., Chicago
26, III.
1 21
MOTTER'S, George F., & Sens, 132 S. Pershing Ave., York, Pe.
1 7 8 9 10
12 13 15 17 8 9 10
12 13 NAGEL-Ryon Mfg. Ce., 4363 Woodward Ave., Reyal Ook, Mich.
*NEW Ern Mfg. Co., 375 Eleventh Ave. Paterson 4,
12
OLSENMARK Corp., 124 White St., New York 13
*PACKER Mfg. Co., Inc., Green Buy, Wis
PAPER Converting Machine Co., 601 Harvey St., Green
Bay, Wis.
PARSONS & Whittemore, Inc., 250 Park Avenue, New
York 17, N.Y.
2
13
*PASADENA Hydraulics, Inc., Pasadena 4, Calif.
PAVYER Printing Machine Works, 500 Broadway, St.
Leuls, Missouri
PEARCE Development Co., 1606 E. 30th St., Cleveland
              3
PECK, James I., 47 High St., West Orange, N.J.
PERRIESS Rell Leaf Co., 4511 New York Ave., Union
City, N. J.
POTDEVIN Machine Co., 226 North Street, Teterbare,
   12
*PRINTING Machinery Co., 435 Commercial Square, Cincinnati 2, Ohia
SANDY HILL from & Brass Works, 27 Allen St., Hudson
Falls, N.Y.
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12 13 14 15 16 17 18 19 20 21 2
SCOTT, Welter, & Co., S35 South Ave., Plainfield, N.J.
2 8 10
12 13 21
 2 7 8 10
12 13
SHAW Machine Tool Co., 1151 Temple St., Los Angeles
12, Calif.
 SOUTHERN Printing Machinery, Inc., 521 Marietta St
N. W., Atlanta, 13, Gu.
 SPECIALTY Automatic Machine Co., 88 Gerrish Ave.
Chelsee 50, Mass.
 STANDARD Process Corp., 2704 W. Roscoe St., Chicago, 7 8
 STAUDE, E. G., Div. The Sperry Corp., 2675 University Ave., St. Paul 4, Minn.
 STOESSEL Machine Mfg. Corp., 534 W. 35th St., New
York 1, N.Y.
 York 1, N.Y.
1 2 7 8 9
21 22
SWIFT, George W., Inc., 7 Ward St., Bordentown, N. J.
 THOMSON-National Press Co., Franklin, Mass.
TURNER Printing Machinery Inc., 2630 Payne Ave., Cleveland, Ohio 2 3 6 10 13 14 19 21 22 VERNER, B., & Co., 52 Duane St., New York 7, N.Y.
 WALDRON, John, Corp., New Brunswick, N. J.
 12 13 15 21
WEBER, H. G., Co., Inc., 725 Frement St., Kiel, Wis.
 *WESTERN Printing Mchy. Co., 3519 N. Spoulding,
Chicago, III.
 WILLSEA Works, 371 St. Paul St., Rochester S, N.Y.
 WOOD Newspaper Michy, Corp., 501 Fifth Ave., New 12, N.Y.
12 13
 *YOUNG Engineering Co., 2429 N. Sheffield, Chicago
12 14 15 19 21
ZARKIN Machine Co., 34-19 10 St., Long Island City,
              14
                             16
 PRESSES, PROOF
1 Multi-Color
2 Offset-Lithography
3 One Color
4 Rotegravure
1 2 3 4 AMERICAN Type Founders, 200 Elmora Ave., Eliza-
AMSTERDAM Continental Types & Graphic Equipment,
Inc., 268 Fourth Ave., New York 10, N.Y.
 *CHALLENGE Machinery Co., Grand Haven, Mich.
CONSOLIDATED Photo Engravers Equipment Co., 1112
N. Homan Ave., Chicago, III.
*COTTRELL Company, The, A Subsidiary of Harris-Sey-
bold Co., Box 515, Westerly, R. I.
DOLLAHITE, K. J., Co., 106 W. 15th St., Fort Worth,
*FOSTER Manufacturing Co., 13th & Cherry Sts., Phila-
*GOSS Printing Press Co., 5601 W. 31st St., Chicago 50
HEINRICH, H. H., Inc., 111 Eighth Ave., New York 11,
HOE. R., & Co., 910 E. 138th St., New York 54
INTA-Rete Machine Co., Inc., R.F.D. 6, Box 61, Rich-
mend, Vo.
LINOTYPE Maintenance Co., 273 Broadway, New York
MOTTER'S, George F., & Sons, 132 S. Pershing Ave.,
York, Po.
NOLAN Corp., 1333 E. Dominick St., Rome, N.Y.
OSTRANDER-Seymour Co., 1710 N. 25th St., Malrose
Park, III.
RUTHERFORD Machinery Co., Div. Sun Chemic
10th and 44 Ave., Long Island City 1, N.Y.
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6,
#VANDERCOOK & Sons, 3601 W. Yoully Ave., Chicago
*WESEL Mry. Co., 1141 N. Weshington Ave., Scron-
ton, Pe.
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PRESSES, SPECIALTY PRINTING
             SES, SPECIALTY PRINTING
Bay
Bank Note
Carton, Container
Cellephane
Check
Continuous Forms, etc.
Drinking Cup, Retary, Web
Embossed, Dis-Cut Seals
Envelope
Pans, Novelties, etc.
File Folder
Foil
Fruit Stamping
Imprinting, Bank Check, Cartons, Labels, etc.
Label
Letter, Form
Match Book Cover
Menu
Metal Plate, Glass, and Plastics
Milk Bottle Cap
Pencil
        20
21
22
23
24
25
               Pencil
Photogolatin
           Pents
Photogelatin
Register Form
Rolling Surfaces and Rubber Ball
Sales Beek
Show Card
Silk Screen
Snap-out and Zigzag
Tag
Tape and Ribbon
Tickel
Tube
Typewriter Ribbon Attachment
Wet Paper
Waad
Wrapper
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13 14 15 16 17 18 19 2
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  ADDRESSOGRAPH-Multigraph Corp., 1200 Babbitt Rd.,
    Cleveland, Ohio
1 2 3 4 5 6
12 14 15 16 18
                                                               9
                                                              31
 AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.
                   14 15 16 18
25 28 29
 AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th
Ave. New York 10, N.Y.
APEX Machine Co., 14-13 118th St., College Point, 56,
21
 BATHRICK & Palmer Co., 1317 Princeton St., Elkhort,
                         15
                                                             31
 BRANDTJEN & Kluge, Como at Gaultier Sts., St. Paul,
 *CHAMPLAIN Co., Inc., 88 Liewellyn Ave., Bloomfield,
                                        17 7
             3 4
                                               29 30
 ★CHANDLER & Price Co., 6000 Carnegie Ave., Cleve-
land 3, Ohio
 ★COTTRELL Company, The, A Subsidiary of Harris-Sey-
bold Co., Box S15, Westerly, R. I.
 36
CRONITE Co., 88th St. & Hudson Blvd., North Bergen,
 *DUTRO, Orville & Son, 117 W. 9th St., Los Angeles,
 23 25
EVER Ready Label Corp., 337 Cartlandt St., Belleville
 9, N. J. 30
GENERAL Research & Supply Co., 527 S. Division St.,
Grand Rapids, Mich. 17 19
                                        17
 GOAT, Fred, Co., 314 Dean St., Breaklyn 18, N.Y
 HAIDA Engineering Co., 34-11 Vernon Blvd., Long Island City 1, N.Y.
 *HAMILTON Tool Co., 832 South Ninth St., Hamilton,
                          15 16 6
28
   23
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HARRIS-Seybold Co., 4510 E. 71st St., Cleveland S
★HOE, R., & Co., Inc., 910 E. 138th St., New York
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# QUOINS AND KEYS

1 Keys 2 Queins

\*AMERICAN Type Founders, Inc., 200 Elmore Ave., Elizabeth B, N. J.

AMERICAN Wood Type, 35 W. 3rd St., New York 12,

\*CHALLENGE Machinery Co., Grand Haven, Mich. HEMPEL, H. A., 586 Tonowanda St., Buffolo 7, N.Y.

1 2 +HOE, R., & Co., Inc., 910 E. 138th St., New York MORGANS & Wilcox Mfg. Co., 69 Hanford St., Mid-dletewn, N.Y.

\*PRINTING Machinery Co., 436 Commercial Sq., Cincinnati 2, Ohio

ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicage 14,

STEPHENS, Samuel and Wickersham Co., 174 High St., Boston 10, Mass.

TAYLOR-Made Rule Co., 65 Flathush Ave., Brooklyn THOMPSON Cabinet Co., Box 286, Ludington, Mich.



# REFRIGERATING EQUIPMENT

AIRTEMP Division Chrysler Corp., 1600 Webster St., Dayton, Ohio CARRIER Corp., 300 S. Geddes St., Syracuse 1, N.Y. GENERAL Electric Ce., 1 River Road, Schenectedy 5 TRANE Co., 1a Crosse, Wis. WESTINOHOUSE Electric Corp., P. O. Box 868, Pitte-hurch. Per

# REGISTERING SYSTEMS

BIENFANG Products Corp., Metuchen, N. J.
CARLSON Co., The, 15 Heitheway St., Boston 10
\*\*\*CHALLENGE Muchinery Co., Grand Hoven, Mich.
\*\*\*CLINE Electric Mfg. Co., 3485 W. 47th St., Chicage, CONSOLIDATED Photo Engravors Equipment Ca., 1112
N. Homan Ave., Chicago, III.

\*\*COTTRELL Campany, The, A Subsidiary of Harris-Seybold Ca., Box 515, Westerly, R. I.

\*\*CRATSMEN Line-Up Table Corp., 49 River St., Walthom 54, Mass.

ELECTRIC Eye Equipment Co., 1930 East Fairchild St.,

Denville III.

\*\*CRAFTSMEN Line-Up toute St., 1930 East Fairchild St. Danville, III.

Danville, III.

HEINRICH, H. H., Inc., 200 Varick St., New York \*\*HESS & Barker, 212 S. Darien St., Philadelphia 7\*

HUEBNER Laboratories, 102 N. Mamaroneck, Mamaroneck, M. V.

roneck, N.Y. \*LANSTON Monotype Machine Co., 24th & Locust Sts.,

Pliladolphia 3, Pa.

LONG Eng. Research Corp., 1000 Wheatsheaf Rd., Linden, N.J.

OLSEN Mark Corp., 124 White St., New York 13

PRINTING Machinery Co., 436 Commercial Sq., Cincinnois 2, Ohie

STA-Hi Corp., 235 W. Washington Blvd., Whittler, Calif.

Calif.
TAYLOR Machine Co., 210 Guilferd Ave., Baltimore
\*\*YANDERCOOK & Sons., Inc., 3601 W. Touhy Ave.,
Chicago 45, Ill.
WOOD Newspaper Machinery Corp., 501 Fifth Ave.,
New York 17, N.Y.

# REPRODUCTION PROOFING **SYSTEM**

\*CHALLENGE Machinery Co., 1st St., Grand Haven, Mich.
TAYLOR-Made Rule Co., 45 Flutbush Ave., Brooklyn
\*VANDERCOOK & Sons., Inc., 3401 W. Touhy Ave.,
Chicage 45, III.

# **RIVETING MACHINES**

STIMPSON, Edwin B., Co., Inc., 78 Franklin Ave., Brooklyn S. N.Y.

# ROLLER CORES, BALL BEARING

BINGHAM's, Sam'l, Sons Mfg. Co., 636 Shormon St., Chicago 5, Illinois HART, Wm. C., Co., 137 Greene St., New York MOTOR City Roller Co., 448 E. Lefayette, Detroit 26

# ROLLER, INKING, COATING MACHINES

BINGHAM'S, Sum'l, Sons Mfg. Co., 636 Shermon St., Chicago 5, III. #IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago

17 28 16 18 12 13 14 13 16 17 18 17 18 23 24 25 26 27 28 29 30 3 34 35 36 HOOPER, F. X., Co., Inc., Glen Arm, Md. 35 ★HUDSON-Sharp Muchine Co., 1201 Main St., Green Bey, Wis. 28 IMPERIAL Lithograph Press Corp., 11 W. 42nd 51. New York 18 New York 18
15
INTERNATIONAL Paper Box Machine Co., 315 Main St., Nashua, N. H. KIDDER Press Co., Dover, N. H. LINE-O-SCRIBE, Div. Globe Corporation, 400 N. Michigan Ave., Chicogo 11, III. \*McADAMS, John, & Sons, 20 Knight St., Nerwelk, MAKATAG Company, 2 Linden St., Reading, Mass. MAGNAT Mach. & Pattern Corp., Leeds, Mass. MEISEL Press Mfg. Co., 944 Dorchester Ave., Beston 9 11 - 6

MARKEM Machine Co., Congress St., Keene, N. H.
3
14 15 29 30 31
MATTHEWS, Jas. H., & Co., 3951 Forbes \$1., Pitts-burgh 13, Pa.
MIEHLE Ptg. Press & Mfg. Co., 2011 W. Hastings \$1.,
Chicage 8, III.

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5 4 15 16 17 18 MILLER Printing Machine Co., 1117 Reedsdale St., Pitts-burgh 33, Pa. 5 MOORE, Kenneth J. & Co., 1778 W. Estes Ave., Chicage MOTTER'S. G. Co., 1778 W. Estes Ave., Chicage

MOTTER'S, George F., & Sons, 132 S. Pershing Ave., York, Pa. 1 2 3 4 5 7 5 17 7 19

NAZ-DAR Company, 469 Milwaukee Ave., Chicago \*NEW Era Mfg. Co., 375 11th Ave., Paterson 4

17 15 23 25 28 29 31 OLSEN-Mark Corp., 124 White Street, New York 13, N.Y. 14 17 21

★PACKER Mfg. Co., Green Bay, Wis 15

23 25 28 30
PAPER Converting Machines Co., 601 Harvey St., Green Boy, Wis. 1 2 3 4 5 6 7 15 17

PAPERLESS Labellers, Inc., 304 N. Columbus St., Lancaster, Ohio 15

PEARCE Development Co., 1606 E. 30th St., Cleveland 17 15

POST Manufacturing Works, 671 Diversey Parkway, Chicago 14, III.

POTDEVIN Machine Co., 226 North Street, Teterbore, 7 15 17

RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y. 3

RYAN, E. G., Co., 153 W. Huron St., Chicago, III.

14 15 16 17 18 25 29 31

SANDY HILL Iron & Brass Works, 27 Allon St., Hudson 12 15 16 7

SCHMUTZ Mfg. Co., Inc., 1600 W. Main St., Louisville, Ky. 19 Ky. SELECTASINE Corp., 2738 Van Buron St., Chicago SOUTHWORTH Machine Co., 30 Warren Ave., Pertiand,

STOESSEL Machine Mfg. Corp., 534 W. 35th St., New York 1, N.Y.

SWIFT, George W., Inc., 7 Ward St., Bordentown, N. J.

17 28 16 18 12 13 16 13 16 27 28 29 30 31 32 34 35 36 62., 52 Duane St., New York 7

14 17 WALDRON, John, Corp., New Brunswick, N. J 24

36 \*WESTERN Printing Machinery Co., 3519 N. Spaulding

WILLSEA Works, 371 Saint Paul St., Rochester 5, N.Y. YOUNG Engineering Co., 2429 N. Sheffield, Chicago 25

# PRINTING FRAMES

(Also see Vacuum Printing Frames)
\*AMERICAN Type Founders, Inc., 200 Elmora Ava.,
Elizabeth B. N. J.
EATTIE Process Comera Corp., P. O. Box 70, Chatham, N. J. BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Boston, Mass.
CHEMCO Photograducts Co., New St., Glen Cove, N.Y.
CONSOLIDATED Photo Engravers Equipment Co., 1112
N. Homan Ava., Chicage, Ill.
#DOUTHIT Corporation, The, 680 E. Fort St., Detrain 26. Mich. GELB Company, Joseph, 52 Arlington St., Newark 2, N. J.
HARRIS-Seybold Co., 4510 East 71st St., Cleveland S.
MILLER-Trojan Co., Inc., 1983 W. Main St., Trey, Ohio
\*NU Arc Company, 824 S. Western Ave., Chicago 12, III. ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., ROBERTSON Processing, I. C. Chicago, Illinois RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1 RYAN, E. O., Co., 727 S. Dearborn, Chicago, III. SULLEBARGER, E. T., Co., 114 Liberty St., New York 6, ★WESEL Mfg. Co., 1141 N. Washington Ave., Scran-

# PRINTING PAPER, SENSITIZED

DEFENDER Photo Supply Co., Inc., 666 Driving Pk. Ave., Rochester 13, N.Y. EASTMAN Kodak Co., 343 State St., Rochester 4, N.Y.

PUMPS, AIR, INK, OIL, AND VACUUM FOMITS, AIR, INR, OIL, AND VACUUM BOWSER, S. F., & Co., 1302 Creighten Ave., Ft. Wayne, Ind.
DUDLEY, Kenneth E., Co., Box 806, Hagerstewn, Mc. FAIRBANKS, Morse & Co., 900 S. Wabesh, Chicage & OAST Mfg. Co., 113 Hinkley St., Bentén Harber, Mich. & HOE, R., & Co., Inc., 910 E. 138th St., New York 54, NEW Jersey Machine Cerp., 15th & Willew Ave., Hoboken, N. J.

# **PUNCHES, PRESS**

# (See Ejector Press Punches) **PUNCHING AND ROUND CORNERING MACHINES**

ALTAIR Machinery Corp., 55 Vandom St., New York 13, N.Y. 13, N.Y.

\*AMERICAN Roller Co., 1342 N. Holsted St., Chicago

\*AMERICAN Type Founders, Inc., 200 Elmora Ave.,
Elizabeth, N.J.

BERRY Machine Co., 716 N. First St., St. Louis, Mo.

\*CHALLENGE Machinery Co., Grand Haver, Mich.

CRAFTSMAN Machinery Co., 575 Atlantic Ave., Besten,
Mass.

CRAFTSMAN Machinery Ce., 375 Atlantic Ave., Besten, Mass.
G. B. C. Manufacturing Co., 812 Belmont Ave., Chicago 14, III.
HARRIS-Seybold Ce., 4510 East 71st St., Cleveland S. LASSCO Products, Inc., 485 Hague St., Rochester, N.Y.
†LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York N.T.
MICK, Walter K., Co., 500 Rebert \$1., \$1. Paul 1, Minn.
NYGREN-Dahly Co., Inc., 1422 W. Altgeld \$1., Chicage, III. ★PIONEER-Taleda Carp., 1139 Nebraska Ave., Teleda,

PRINTING Machinery Co., 436 Commercial 5q., Cin-\*PRINTING Machinery Co., 436 Commercial Sq., Cincinati 2, Ohio \*RICHARDS, J. A., Co., 963 N. Pitcher St., Kalamezoo 13F, Mich. \*ROSBACK, F. P., Co., 5th & Perk Sts., Benton Herber, Mich. SOUTHWORTH Machine Co., 38 Warren Ave., Partland,

Me.
SPIRAL Binding Co., 406 W. 31st St., New York 1

★STANDARD Top Co., 116 Duene St., New York, N.Y.
SUPER Speed Printing Machinery Inc., 1712 E. 27th St.,
Cleveland 14, Ohie
TURNER Printing Machinery Co., 2630 Payne Ave.,
Cleveland 14, Ohio

WALSH Press & Die Co., 4737 W. Kinzie St., Chleage 44. III.

**PYROMETERS** (See Temperature Control and Indicators, Metal)

**PUNCH PRESSES** 

JOMAC, Inc., 6128 N. Woodstock St., Philadelphia, Pa. NAZ-Dar Co., 461 Milwaukee Ave., Chicago 10, III. ROSS, Charles & Son, Co., 148-156 Classon Ave., Brooklyn, N.Y.

# ROLLER, INKING, CONDITIONING DEVICE

BLACK Rock Mfg. Co., 189 Osborne St., Bridgsport 5,

# ROLLER SECTIONING MACHINE

(For "Split" Rollers) BINGHAM'S, Sam'l, Sons Mfg. Co., 636 Sherman St., Chicago, III. #IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicage 8, III. JOMAC, Inc., 6128 N. Woodstock St., Philadelphia, Pa.

## ROLLER SPRAYS

(See Anti-Offset Equipment)

# **ROLLER TRUCKS, EXPANSION**

#COWAN Pressroom Products, Inc., 1651 Cosmo St., Hollywood 28, Calif. MOTOR City Roller Co., 448 E. Lefayette, Detroit 26 #RAPID Roller Co., 2558 5. Federal St., Chicago 16, Ill.

# ROLLER WASHING MACHINES

ROLLER WASHING MACHINES
BAR-PLATE Mfg. Co., Besten Post Boad, Orange, Conn.
CLEAN-A-Press Machine Co., Bex 264, Des Moines 1
#GEGENHEIMER, Wm., 80 Roebling 51., Broeklyn
HARRIS-Seybold Co., 4510 East 71st 51., Cleveland 5.
INTERNATIONAL Press Cleaner & Mfg. Co., 112 Hamilton Ave., Cleveland, Ohio
JOMAC, Inc., 6128 N. Woodstock 5t., Philadelphia, Pa.
RYAN E. G., Co. 727 S. Dearborn 5t., Chicage 5, Ill.

# ROLLERS

- LLEKS
  1 Composition
  2 Covered
  3 Felding Machine
  4 Gravure
  5 Hand
  6 Offset-Lithographic
  7 Preefing
  8 Rubber, Natural
  88 Neoprone Letterpre
  9 Rubber, Synthetic
  10 Vulcanised Oil
  1 2 3 4 5

1 2 3 4 5 6 7 8 9 10 ADDRESSOGRAPH-Multigraph Corp., 1200 Babbin Rd., Cleveland, Ohio 6 AMERICAN Roller Co., 1342 N. Halsted St., Chicago

1 12 3 5 6 7 8 9

\*\*AMERICAN Type Founders, Inc., 200 Elimero Ave.,
Elizabeth B, N. J.

AMERICAN Wringer Co., Inc., 121 Clinton St., Woensecker, E.

BEN DAY, Inc., 118 East 28th St., New York 16

BINGHAM Brothers, Inc., 406 Pearl St., New York
1 2 3 5 6 7 8 9 10

BINGHAM'S, Sem'l, Sen My, Co., 636 5. Sherman
51, Chicage 5, III.
2 4 5 6 7 8 9 10

CALIFORNIA Ink Co., 545 Sensome St., Sen Frencisco

CHEMCO Photograducts Co., New St., Glan Cave, N.Y. CORKPAK Co., Inc., 70 Argyla Ave., New Rachelle, N.Y.

CRONITE Co., 88th St. and Hudson Blvd., North Borgan, N. J.

DAYTON Rubber Mfg. Co., 2342 W. Riverview Ave., Dayton, Ohio

FUCHS & Long, Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.

GODFREY Roller Co., 215 N. Comec St., Philadelphia

GOODRICH, B. F., Co., 500 S. Mein St., Akren 18 GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akron 16, Ohio

HARRIGAN Roller Co., Inc., 311 Guilford Ave., Balti-more 2, Md.

HART, Wm. C., Co., Inc. 137 Greene St., New York 1 2 4 5 6 7 8 9 10 #1DEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago

8, III.
30MAC, Inc., 6128 N. Woodstock St., Philodelphia, Pa.
1 2 3 4 5 5 7 8 9 10
11THOPLATE, Inc., 278 Arden Dr., El Monte, Calif.

MAIONE, O. J. Co., 321 Main 51, New York 38, N.Y. 3 4 5 6 7 8 9 10 MILWAUKEE Printers Roller Co., 422 S. Fourth St., Milwaukee 4, Wis.

MORELAND Corp., P.O. Box 1018 Willow Grove, Pa.

MOTOR City Roller Co., 448 E. Lefayette St., Detroit

MOTTER'S, George F. Sons, 132 S. Pershing Ave., York, Po.

NATIONAL Roller Co., 307 Pearl St., New York 38 1 2 5 6 8 9 10 OHIO Reller Co., 4408 Detroit Ave., Cleveland 13 1 2 5 6 8 9 00 OSGOOD-Globe Corp., 33 Purchase St., Besten 10

PAVYER Printing Machine Works, 500 S. Broadway, St. Louis 2, Mo.

ROLLER Corp. of America, 611 South Avenue, Gar-

ROSENER, Joseph Co., 243 Valleio St., Son Francisco 11, Calif.

\$1 2 3 4 5 6 7 8 9 10 #SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York 13, N.Y. STANDARD Process Corp., 2704 W. Roscoe St., Chicago,

THIOKOL Corporation, 788 N. Clinton Ave., Trenton,

TWIN City Printers Roller Co., 505 S. 3rd St., Minnappelis 15, Minn.

UNITED States Rubber Co., 1230 Sixth Ave., New York 20, N.Y. 5 6 8 9

WILD & Stevens, Inc., 45 Industrial Place, Newton Upper Folls, Mass. 7 8 9 10
WINN & GOODMAN, 440 Sansome St., San Francisco

WORTMAN Roller Co., 1915 Race St., Cincinneti, Ohio

# **ROLL LEAF CUTTERS**

COUGHLIN Mrg. Co., 697 E. 132nd St., New York 54, N.Y.
GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 East 21st 5t, New York 10, N.Y.
PERRESS Rell Leef Co., Inc., 4511 New York Ave., Union City, N. J.

# **ROTARY PRESS KNIVES**

COES Knife Company, 72 Coes St., Worcester 3 #HOE, R., & Co., Inc., 910 E. 138th St., New York 54, N.Y. OHIO Knife Co., B&O R.R. & Dreman Ave., Cincinnati 22, Ohio SIMONDS Saw & Steel Co., 470 Main Street, Fitchburg, Moos.
MONDS Worden White Co., 604 Negley Place, Day-ton 7. Ohio

# ROTOGRAVURE CYLINDER MARKING MACHINE (See Marking Machine, Rotogravure)

# **ROUGHING MACHINES** (See Embossing Machines, Roller)

# **ROUND CORNERING MACHINES** (See Punching and Round Cornering Machines)

# **ROUTING MACHINES**

- 1 Line Slugs
  2 Relief Plates
  3 Router Bits
  1 2 3

  \*AMERICAN Type Founders, Inc., 290 Elmora Ave.,
  Elizabeth B, N. J.
  12

  AURORA School of Photoengreving, Aurora, Me.

CHICAGO Wheel & Mfy. Co., 1101 W. Mooree St., Chicago 7, III.

★DOUTHITT Corp., 680 E. Port St., Detroit 26, Mich. ★GOSS Printing Press Co., 3601 W. 31st St., Chicago 50,

HAMMOND Machinery Builders, Inc., 1616 Douglas
Ave. Kalamaseo 54, Mich.
2 3

\*HOE, R., & Co., Inc., 910 E. 138th St., New York MARGACH Mfg. Co., Inc., 82 Bookman St., New York,

MILWAUKEE Saw-Trimmer Co., 612 E. Clybourn St., Milwaukee 2, Wis.

↑ MORRISON Co., 125 W. Molvina St., Milwaukee, Wis. NOLAN Corporation, 1333 E. Dominick St., Rome, N.Y. ONSRUD Cutter Mfg. Plant, Libertyville, III.

ONSRUD Machine Works, Inc., 3900 W. Palmer St., Chi-

OSTRANDER-Seymour Co., 1710 N. 25th St., Mielrose

\*PIONEER-Tolodo Carp., 1130 Nebraska Ave., Tolodo

2, Ohio 1 2 3 \*RICHARDS, J. A., Co., 903 N. Pitcher St., Kalame-zoo 13F, Mich. 1 2 3 ROYLE, John & Sons, 10 Essex St., Paterson 3, N. J. SHAW Machine & Tool Co., 1151 Tample St., Los An-geles 12, Calif.

TARPLEY, George, Co., Box 2461, East Cleveland 12,

\*WESEL Mfg. Co., 1141 N. Washington Ave., Scran-

WILLIAMSON & Co., Inc., Passeic Ave., Celdwell, N. J. ZANETTI, A. D., Machine Works, Inc., 1630 Jerreld Ave., San Francisco 24, Calif.

# **RUBBER STAMP MACHINERY**

\*AMERICAN Everype Corp., 739 Osterman Ave., Deer-ELECTRO-Copyst, Inc., 205 E. 42nd St., New York 17. \*LAKE Eric Engineering Corp., P.O. Box 68, Buffalo 17, RYAN, E. G., Co., 153 W. Huron St., Chicago 5, III

# RULE

- 1 Brass
  2 Cutting, Creasing, and Perforating
  3 Steel
  4 Plastic
  2 3 4
- 1 2 3 4 ACCURATE Steel Rule Die Mfg. Co., 22 W. 21st St., New York 10, N.Y. 2 3 ALVIN Company, 215 West 20th St., New York 11

AMERICAN Febricators, 22 W. 21st St., New York 10,

AMSTERDAM Cont'l Types & Graphic Equip., Inc., 268 Fourth Ave., New York 10, N.Y.

HELMOLD, J. F., & Brothers, 1462 W. Shekespeare Ave., Chicago 14, III.

LOS Angeles Type Founders, Inc., 2251/2 E. Pico Blvd., Los Angeles, Calif.

LUFKIN Rule Co., 1730 Hess St., Seginaw, Mich. MARKEL Rubber Products Inc., 514 Jeckson Ave., New York 55, N.Y.

MENDEZ Co., 30 Beekman St., New York 7

RICHARDS, J. A., Co., 903 N. Pitcher St., Kelemozoo 13F, Mich. 1 2 3 SIMONDS Saw and Steel Co., 470 Main St., Fitchburg,

STEWART, Don, Co., 445 Clay St., Sun Francisco 11, Calif. STRIPFOUNDERS, Inc., 4550 Federal St., Chicago 9, III.

TAYLOR-Made Rule Company, 65 Flatbush Ave., Brook-lyn 17, N.Y.

★TI-PI Company, 1000 Broadway, Kansas City 5, Mo. \*UNIVERSAL Mono-Tabular Corp., 796 Olive St., Dal-

# **RULE CASTERS**

(See Composing Machines)

# RULE, STEEL, BENDERS AND CUTTERS

AA-1 Steel Rule Die Service, S38 S. Dearborn St., Chi-cage S, III. ACCURATE Steel Rule Die Mfg. Co., 22 W. 21st St., New York 10, N.Y. AMERICAN Fabricators, 22 W. 21st St., New York 10, N.Y. AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth B. N. J. CRAFTSMEN Machinery Co., 575 Atlantic Ave., Boston 10, Mass.
HELMOLD, J. F., & Brothers, 1462 W. Shokespears
Ave., Chicago 14, III.
★RICHARDS, J. A., Co., Kalamazoo 13F, Mich.

# **RULING MACHINES**

DREDGE, A., Ruling Pen Co., 185 Jehnson Ave., Hock-

HANEY, O. C., Co., 3859 Victoria Ave., Los Angeles 



SAFES, FIREPROOF EMPIRE Safe Co., 245 Canal St., New York 13 LYON Metal Products, 1168 Medison Ave., Aurora, III.

# **SALES BOOKS & TAGS**

★ ADAMS Bros. Salesbook Ce., Topeka, Kan. ERSCO, 1930 Patterson Ave., New York 72, N.Y. ENNIS Tag & Salesbook Ce., Ennis, Texas

# SAWS, PLANERS, SHARPENERS

WS, PLANEKS, SHAKPENE

1 Block Levellers, Planers

2 Photo-engraver's Saw

3 Planer Knives

4 Saw Blades

5 Saw Swaging Machines

7 Saw Trimmers

8 Saws, Bend

9 Saws, Circular, Filing Machine

10 Saws, Die-Makers

11 Saws, Mitering

12 3 4 5 7 8 1 2 3 4 5 6 7 8 9 10 11 \*AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth 8, N. J.

AUTOMATIC Saw Co., 735 E. Ohio St., Indianap

BOICE-Crane Co., 930 W. Central Ave., Toledo 6 BORG-Warner Corp., Atkins Saw Div., 402 S. Illinois St., Indianapolis 9, Indiana

CHAPMAN Knives & Saws, Inc., 504 S. Broadway, St. Louis 2, Me.

Louis 2, Me. 4 5

\*DISSTON, Henry, Div., H. K. Porter Co., Inc., Unruh & Milnor Sts., Philadelphia 35, Pa. 8 9 10 11

FASTENER Corp., 860 Fletcher St., Chicago 14, III.
FOLEY Manufacturing Co., 3326 N.E. Fifth St., Minnappelis 18, Minn. 5

\*GOSS Printing Press Co., 5601 W. 31st St., Chicago 50

HAMMOND Muchinery Builders, Inc., 1616 Douglas Ave., Kalamaxoo 54, Mich.

HANCHETT Mfg. Co., Big Repids, Mich.

5 6 7 8 9

HEATON & Anderson Div., 500 Come Ave., St. Paul 3, Minn. #HOE, R., & Co., Inc., 910 E. 138th St., New York S4, 1 2 3 4 5 6 7 8 9 #MERGENTHALER Linotype Co., 29 Ryersen St., Brook-

lyn 5, N.Y. MILLER Printing Machinery Co., 1117 Reedsdale Ave., Pittsburgh 33, Pa.

MILWAUKEE Sew-Trimmer Corp., 612 E. Clybourn St., Milwaukee 2, Wis.

MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan.

MONOMELT Company, 1611 Polk St. N. E., Minne-apolis 13, Minn.

MORGANS & Wilcox Mfg. Co., 69 Henford St., Mid-dletown, N.Y.

★MORRISON Co., 125 W. Melvina St., Milwaukee 12,

NATIONAL Sew Sherpening Co., 316 E. Ohio St., Indianapolis 4, Ind.

\*NELSON, C. B., Co., 3700 River Rd., Franklin Park, III. NOLAN Corporation, 1333 E. Dominick St., Rome, N.Y.
OSTRANDER Seymour Co., 1710 N. 25th St., Melrese
Park. III.

Park, III.
PAYYER Printing Machine Works, 500 S. Broadway, St.

Louis 2, Mo.

3 4 5

†PIONEER-Tolodo Corp., 1130 Nobraska Ave., Tolodo
2, Ohio 4 7

RALYA Saw Corp., 109 W. Second St., Cincinnati 2

4 8

RANIVILE, F., Co., 241 Pourl St., N.W., Grand Rapids
2, Mich. 4

†RICHARDS, J. A., Co., 903-7 N. Pitcher, Kalamaxoo, Mich.

Mich.
1 12 4
ROGERS, Somwel C., & Co., 191 Dutton Ave., Buffelo
11, N.Y.
ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicage

1 2 3 4 5 6 7 8 9 10 11 ROYLE, John & Sons, 10 Essex St., Peterson 3, N.J. SAW & Knife Specialty Co., 6526 Cornegie Ave., Cleve-land 3, Ohio

SIMONDS Saw and Steel Co., 470 Main St., Fitchburg,

SULLEBARGER, E. T., Co., 114 Liberty St., New York 6, 2 4 8 9 SUPER Speed Printing Machinery, Inc., 1712 E. 27th St., Cleveland 14, Ohio

TESCH Mfg. Co., 1220 W. Wisconsin Ave., Appleton, VANDERCOOK & Sons, 3601 W. Touhy Avs., Chicage 45, III.

WALLIN Printers Supply Co., 309 S. 13th St., Omaha
7
WARDWELL Mfg. Co., 3167 Felton Rd., Cleveland 9, Ohio 5 6 ★WESEL Mfg. Co., 1141 N. Washington Ave., Scran-

WILLIAMSON & Co., Inc., Pussuic Ave., Caldwell, N. J.

# SCALES

1 Plutform
2 Postal
3 Poper
1 2 2
AMTHOR Testing Instrument Co., 52A Van Sinderen
Ava., Brooklyn 7, N.Y.

CADY, E. J., & Co., 630 Harlem, River Forest, III.

COMMERCIAL Controls Corp., 1 Leighton Ave., Roches-

DETECTO Scales Inc., 540 Park Ave., Broaklyn S, N.Y. FAIRBANKS, Morse & Co., 600 S. Michigan Ave., Chicago 5, III.

\*PITNEY-Bowes, Inc., 757 Pacific St., Stamford, Conn

TESTING Machines, Inc., 123 W. 64th St., New York THWING-Albert Instrument Co., Penn & Pulaski, Phila-

TOLEDO Scale Co., Toledo 12, Ohio

SCREENS, HALFTONE

\*\*AMERICAN Type Founders Inc., 200 Elmora Ave., Elizabeth, N.J. AMSTERDAM Cont'l. Types & Graphic Eqp. Inc., 268 4th Ave., New York 10, N.Y. BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave.,

Boston, Mass.

CAPROCK Developments, 165 Broadway, New York 6,
CHEMCO Photoproducts Co., New St., Glen Cove, N.Y.

CONSOLIDATED Photo Engravers Equipment Co., 1112

N. Homon Ave., Chicago, Ili.

DOUTHITT Corporation, 680 E. Fort St., Detreit 26,

Mich: EASTMAN Koduk Company, 343 State St., Rochester 4,

N.Y. HARRIS-Seybold Co., 4510 East 71st St., Cleveland 5. HUEBNER Laboratories, 102 N. Mamaroneck, Mam

HUEBNER Laboratories, 102 N. Mamaroneck, Mamaroneck, N.Y.

\*LANSTON Monotype Machine Co., 24th & Locust Sts.,
Philadelphia 3, Pa.
LEVY, Max, & Co., Wayne Ave. & Berkley St., Philadelphia, Pe.
MILLER-Treien Co., 1083 W. Main St., Troy, Ohio
MOORE Laboratories, 70 W. Montcalm, Detroit 1
NAZ-Der Co., 461 Milwaukse Ave., Chicage 10, III.
PHILLIPS & Jacobs, 622 Race St., Philadelphia, Pe.
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.,
Chicage, Illinois

Chicago, Illinois Chicago, Illinois RUTHERFORD Machinery Co., Div. Sun Chemical Corp., 10th 5t. & 44th Ave., Long Island Ciry 1, N.Y. SULLEBARGER, E. T., Co., 114 Liberty St., New York 6, \*WESEL Mfg. Co., 1141 N. Washington Ave., Scran-

# SCREENS, JUXTAPOSING

HUEBNER Laboratories, 102 N. Mamaroneck, Murroneck, N.Y.

SEALING MACHINES SEALS

AMSCO Packeging Mach. Co., 3131 48th Ave., Long Island City, I, N.Y. FERGUSON, J. L., Co., P.O. Box 1226, Joliet, III. #GUMMED Products Co., 412 S. Union St., Troy, Ohio SEAL-O-Matic Dispenser, 169 Murray St., Newark, N.J.

# SEALING MACHINES, TAPE

SEALING MACHINES, TAPE
BETTER Packages, Inc., Shelten, Conn.
CHICAGO Gwm Tape Co., 835 W. Adams St., Chicage
DRY-Tab Package Sealer Co. Inc., 271 W. Livingston St.,
Banning, Calif.
GUMMED Tape & Devices Co., 1069-71 Regers Ave.,
Brooklyn, N.Y.
NASHUA Corporation, 44 Franklin St., Nashuo, N.H.
SEAL-O-MATIC Machine Mfg. Co., 225 Varick St., New
York 14, N.Y.

# SEWING MACHINES AND NEEDLES

ALTAIR Machinery Corp., 55 Vandam St., New York

CRAWLEY Book Machinery Co., 328 Keturah St., New-port, Ky., DEXTER Folder Co., Pearl River, N.Y. GELMAN Mfg. Co., 1700 1st St., Reck Island, Ill. SINGER Manufecturing Co., 109 Trumbull St., Elizabeth-port F, N. J. SMYTH Mfg. Co., 9 Sigourney St., Hartford, Conn. UNION Special Machine Co., 402 N. Franklin St., Chi-cage, Ill. CRAWLEY Book Machinery Co., 328 Keturah St., New-

# SHADING MEDIUMS

BEN DAY, Inc., 118 East 28th St., New York 16, N.Y. BOURGES Color Corp., 805 5th Avo., New York 11, N.Y. CRAFTINT Mfg. Co., 1615 Callemor Avo., Cleveland, Ohio PHILLIPS & Jacobs, 622 Raca St., Philadelphia, Pa. SENEFELDER Co., Inc., 32-4 Greens St., New York 13, TINTOGRAPH Co., The, 48 New Chumbers St., New York 7

# SHAVING, BORING AND PLANING MACHINES, FLAT PLATES

★COTTRELL, C. B., & Sons Co., Westerly, R. I. ★GOSS Printing Press Co., The, 5601 W. 31st St., Chicage 50.

HAMMOND Machinery Builders, Inc., 1616 Dougles Ave., Kelemasse 54, Mich., HESS & Berker, 212 S. Dorien St., Philadelphia, Pa., +HOE, R., & Co., Inc., 910 E. 138th St., New York 54, MONOMELY Co., Inc., 1611 Palk 32., N.E., Minneapetts 13. lis 13, Minn. \*RICHARDS, J. A., Co., 903 N. Pitcher St., Kulamazoo, Mich.
STA-HI Corporation, 235 W. Washington Blvd., Whittier, Calif. STEREOTEX Machinery Co., P.O. Box 31, Westpert, Conn.
STEREOTYPE Equipment Co., 2815 Irving Park Rd., Chicago, III.

\*\*WESEL Mfg. Co., 1141 N. Washington Ave., Scron-

# SHAVING MACHINE, ROTARY HEAD, ELECTROTYPERS'

HESS & Barker, 212 S. Darien St., Philadelphia, Pa. AONOMELT Co., Inc., 1611 Polk St., N.E., Minneape lis 13, Minn. OSTRANDER-Seymour Co., 1710 N. 25th St., Malrose Park, III. Whittemore, Inc., 250 Park Ave., New York 17, N.Y. STA-HI Corporution, 235 W. Washington Bird., Whit-tier, Calif. STEREOTEX Machinery Co., Box 31, Westport, Conn. \*WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa.
WILLIAMSON & Company, Inc., Passaic Ave., Caldwall, N. J.

# SHEARS FOR STEREOTYPE MATS AND ELECTROTYPE SHELLS

COES Knife Co., 72 Cees St., Wercester 3, Mess. \*DOUTHITT Corp., 680 E. Fert St., Detroit 26, Mich. \*GOSS Printing Fress Co., 5601 W. 31st 51, Chicage. \*HOBBS Mfg. Co., 26 Salisbury St., Wercester, Mess. \*HOE, R., & Co., Ink., 910 E. 138th St., New York 54, MONOMELT Co., Inc., 1611 Polk St., N.E., Minneepe-lis 13, Minn.

# SHEET CLEANER

★DOYLE, J. E., Co., 1220 W. 6th St., Cleveland 13. ★OXY-Dry Sprayer Co., 1134 W. Montrose Ave., Chicago 13, III.

# SHELVING

ACME Steel Company, 2840 Archer Ave., Chicago 8, AURORA Equipment Co., Cleveland at Prairie Sts., Aurora, III.

BERGER Mfg. Div., Republic Steel Corp., 1038 Belden Ave., N.E., Canton 5, Ohio

EQUIPTO, Div. Aurora Equipment Co., Aurora, III.

LYON Metal Products, Inc., 1168 Madison, Aurora, III.

LYON Metal Products, Inc., 1168 Madison, Aurora, III.

REMINGTON-Rand, Div. of Sperry-Rand Carp., 315

Fourth Ave., New York, N.Y.

STANDARD Pressed Steel Co., Box 740, Jenkintown, Pa.

UNITED SHOE Machinery Carp., 140 Faderal St., Boston 7, Mass.

# **SHOOT BOARDS**

\*HOE, R., & Co., Inc., 910 E. 138th St., New York 54, N.Y. ★WESEL Mfg. Co., 1141 N. Washington Ave., Scran-

# SILK SCREEN EQUIPMENT AND SUPPLIES

SOUPPLIES

BROWN Lindsay Paint Co., 2601-75 W. Grand Ave.,
Chicago 12, Ill.

CONSOLIDATED Photo Engravers Equipment Co., 1112
N. Homen Ave., Chicago, Ill.

CRAFTINT Mfg. Co., 1615 Collamor Ave., Cleveland, Ohio ★DOUTHITT Carp., The, 650 W. Baltimera Ava., Detroit 2, Mich.

EASTMAN Kodak Co., 343 Stute St., Rachester 4, N.Y.

FOSTORIA Pressed Steel Carperellon, Festoria, Ohio

GENERAL Resserch & Supply Co., 527 S. Division St.,

Grand Regids, Mich.

GLIDDEN Co., 11001 Madison Ave., Cleveland 2, Ohio

GOODYEAR Tire & Rubber Co., The, 1144 E. Market
St., Akron 16, Ohio MERIX Chemical Co., 1021 E. 55th St., Chicago, Ill. NAZ-Dar Compony, 469 Milwoukee Ave., Chicago PHILLIPS E Jacobs, 622 Roce St., Philadelphia, Pa. ROBERTSON Photo-mechanix, Iac., 7440 Lawrence Ave., Chicago, Illinois SELECTASINE Corp., 2738 Van Buren St., Chicago 12,

SHERWIN Williams Co., 101 Prospect, Cleveland 1 SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y. SWITZER Brothers, Inc., 4732 St. Clair Ave., Cleveland

# SILVER SPRAY EQUIPMENT FOR **ELECTROTYPING**

PAASCHE Airbrush Co., Div. Cline Electric Mfg. Co., 1905 Diversey Parkway, Chicage 14, III.

PARSONS & Whittemore, Inc., 250 Park Avenue, New York 17, N.Y.

PHILLIPS & Jocobs, 622 Race St., Philadelphia, Pa.

STEREOTEX Mchy. Co., Box 31, Westport, Conn.

WILLIAMSON & Company, Inc., Possaic Ava., Caldwell, N. J.

# SKIVING MACHINES

LESTER & Wasley Co., Inc., 513 N. Main St., Norwich, UNITED SHOE Machinery Corp., 140 Federal St., Boston 7, Mass. YOUNG Engineering Co., 2429 N. Sheffield, Chicage 14,

# **SLITTING and REWINDING EQUIPMENT**

BECK, Charles, Machine Corp., 44 Church Road, King of Prussia, Pa. CAMERON Machine Co., 61 Paplar St., Brooklyn 2 CHAMBERS Bros. Co., Inc., 52nd & Media Sts., Philadelphia, Pa.
GHICAGO Box Machine Works, 1810 W. Grand Ave.,
Chicago 22, Ill.
CLINE Electric Mfg. Co., 400 W. Medison St., Chicago 6, III. DIETZ Machine Works, 126 W. Fentaine St., Phila-Instrument Co., 31-10 Thomson Ave., Long Island, N.Y. \*HAMILTON Tool Co., \$32 South Ninth St., Hamilton, Ohio MG. Co., 26 Salisbury St., Worcester 5, Mass. HOOPER, F. X., Co., Inc., Glan Arm. Md. #HUDSON-Shorp Machine Co., 1201 Main St., Green Rev. Will. Bay, Wis. INMAN Mfg. Co., Inc., Amsterdom, N.Y. INTA-Roto Machine Co., R.F.D. 6, Box 61, Richmond 23, Vo. JACQUES, John, & Son, 93 Webster St., Worcester, Mass.
KIDDER Press Co., Inc., 121 Broadway, Dover, N. H.
KNOWLTON, M. D., Co., 28 Industrial \$1., Rachester, KOHLER Systems Co., The, 159 E. Chicago Ave., Chicago 11, III. #McADAMS, John, & Sons, Inc., 26 Knight St., Norwelk, Conn.
MEISEL Press Mfg. Co., 944 Derchester Ave., Boston
25, Muss.
OHIO Knife Co., B&O R.R. & Dreman Ave., Cincinnati
23, Ohio
PAPER Converting Machine Co., 601 Hervey St., Green
Bay, Wis.
PARRY, S. R., Machine Co., 224 Mill St., Rochester, N.Y. \*ROSBACK, F. P., Co., Fifth & Park Sts., Benton Harbor, Mich. SIMONDS Worden White Co., 617 Negley Pl., Dayton 7, Ohie STANDARD Poper Box Machine Ce., 476 Broome St., New York, N.Y. STAUDE, E. G., Div., The Sperry Corp., 2675 Univer-sity Ave., St. Paul, Minn., SWIFT, Geo. W., Jr., Int., 7 Ward St., Bordentown,

# SLUG HIGH SINKERS

BANCROFT, Ralph, Co., 324 S. Fifth St., Minneapolis 13, Minn.

WALDRON, John, Corp., River Rd., New Brunswick, N. J. ★YOUNG Engineering Co., 2429 N. Sheffield, Chicago

# SPINNERS, GROMMETS, Etc.

STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave., Brooklyn S, N.Y.

# SQUEEGEE MACHINES,

**ROTOGRAVURE CYLINDER** 

#HOE, R., & Co., inc., 910 E. 138th \$1., New York 54, \$TANDARD Process Corp., 2704 W. Roscoe St., Chicago,

SQUEEGES, SILK SCREEN
CONSOLIDATED Photo Engravers Equipment Co., 1112
N. Homen Ava., Chicago, III.
GENERAL Research & Supply Co., 527 S. Division St.,
Grand Ropids, Mich.
GOODRICH, B. F., Co., 500 S. Main St., Akron 18, Ohio GOODYEAR Tire & Rubber Co., 1144 E. Market St., Akren 16, Ohio METZGER, Alfred E., 30 Irving Place, New York 3 NAZ-Dar Co., 469 Milwaukes Avo., Chicago 10

# STAMPER, BENCH LEVER

ALTAIR Machinery Corp., 55 Vandem St., New York 13, N.Y.

GANE Bros. & Lane, Inc., 1335 W. Lake St., Chicago 7, III.
GRIFFIN, Campbell, Hayes, Walsh, Inc., 50 East 21st
St., New York 10, N.Y.
MATTHEWS, James H & Co., 3951 Forbes St., Pitts-burgh 13, Pa.
OLSEN Mark Corp., 124 White St., New York 13

# STANDING PRESSES, BINDERY

BERRY Machine Co., 716 N. First St., St. Louis, M. HICKOK, W. O., Mfg. Co., Box 425, Harrisburg, I STANDARD Machinery Co., The, Mystic, Conn.

# STAPLING MACHINES (Also see: STITCHERS, WIRE)

ACME Staple Co., 1643 Haddon Ave., Camden, N. J. ACME Steple Co., 2840 Archer Ave., Chicage AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth, N.J. BATES Mfg. Co., The, 30 Vesey St., New York 7, N.Y. BOSTITCH, Mechanic St., Wasterly, R. J. &FASTENER Corp., 860 Fletcher St., Chicage 14, III. HELLER Corp., 1862 1325 Superior Ave., Cleveland 6 \*LAWSON, E. P., Co., Inc., 426 W. 33rd St., New York, N.Y.

N.Y.
J. CURRY Mendes Co., 500 S. Clinton St., Chicago, III.
+ NELSON, C. B., Co., 3700 River Rd., Franklin Park, III.
PABICH, W. R., Mfg. Co., 2855 N. Rockwell St., Chicago III.
SPEED Products Co., Ins., 32-01 Queens Blvd., Long Island City J. N.Y.
WILSON Jones Co., 209 S. Jefferson St., Chicago 6, III.

# STATIC ELIMINATORS

STATIC ELIMINATORS
CORKPAK Co., Inc., The, 70 Argyle Ave., New Rechelle, N. C.
CRAIG Cerperation, 143 W. 20th St., New York 11
Y DOYLE, J. E., Ce., 1220 W. 6th St., Cleveland 13, Ohie
HART, Wm. C., Ce., Inc., 137 Greene St., New York
HERBERT Preducts, Inc., 74-32 Jamaica Ave., Waedhaven 21, N.Y
HEWSON Cempany, Inc., The, 443 Broad Street, Newark 2, N. J.
INDIANA Chemical & Mfg. Co., 517 S. Alabama St.,
Indianapolis 25, Ind.
MAXSON Automatic Mchy. Co., 98 Granite St., WesterIy, R. J.

MAXSON Automatic meny, Ca., re drawford for Jr, R. I.

Jr, R. I.

MERIX Chemical Ce., 1021 E. 55th 3t., Chicage 15, III.

#OXY-Dry Sprayer Co., 1124 W. Montrosa Ave., Chicage 13, III.

PAYHE, Ernest, Corp., 82 Beekman, New York 7, N.Y.

PORTLAND Ce., The, 58 Fore 5t., Pertland 6, Main

SIMCO Ce., The, 920 Walnut 5t., Lansdele, Pa.

SOUTHWORTH Machine Co., 30 Warren Ave., Portland. Maine

SOUTHWORTH Machine Co., 30 Warren Ave., Portland, Maine
\$TA-HI Cerporetion, 1335 W. Washington Blvd., Whittier, Coli.
\$TASTIC Eliminator and Printing Press Heater Co., 239
Contre \$1, New York 13, N.Y.
\$\$TASTIKIL, 1220 W. 6th, Cleveland, Ohie
TAKK Corp., The, P.O. Box 346, Newark, Ohie
U.S. RADIUM Corp., Marristown, N.J.
WESTERN Brush Company, 217 S. Western Ave., Chicago, Ill.

# STEEL RULE CUTTING DIES

STEEL RULE CUTTING DIES

AA-1 STEEL Rule Die Service, 538 S. Dearbern, Chicage S, III.

ACCURATE Steel Rule Die Mfrs., 22 W. 21st St., New York 10, N.Y.

AMERICAN Fabricator, 22 W. 21st St., New York 10, ARTISTIC Die Mfg. Co., 2306 W. 8th St., Cincinnati 4, CUTWIEL Steel Rule Die Co., 2381 Lafayete St., New York 12, N.Y.

DORSEY Frinters & Supply Co., 125 Pontetoc Ave., Memphis, Tenn.

FREEDMAN Die Cutters, Inc., 281 Lafayette St., New York 12, N.Y.

HALE, Frank D., 64 Tonnele Ave., Jersey City 6, N. J.

PAPKE, Wm., & Son, 434 Elm St., Cincinnati 2, Ohie #RICHARDS, J. A., Co., 903 N. Pitcher St., Kalemazoo 137, Mich.

# STEEL STRAPPING

ACME Steel Co., 2840 Archer Ave., Chicage 8, III. SIGNODE Steel Strapping Co., 2600 N. Western Ave., Dept. 113 IP, Chicage 47, III.

# STEREOTYPE SUPPLIES, GUMMED TAPE, PACKING STRIPS, PART-ING POWDER

BURGESS Callulase Co., Freeport, III.
CERTIFIED Dry Mat Corp., 9 Rockefeller Plaza, New
York 20, N.Y.
CORKPAK Co., The, 70 Argyle Ave., New Rochelle, N.Y.

\*\*DEXTER Folder Co., Poarl River, N.Y.

\*\*\*HOE. R., & Company, 910 E. 138th St., New York

SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Celif.

UNITED Staroetype and Supply Co., Box 38, West

Lynn, Mac.

\*\*WOOD Flong Corp., 551 Fifth Ave., New York 17

# STIPPLING MACHINES

(See Embossing Machines, Roller)

# STITCHERS, WIRE

ACME Steel Co., 2840 Archer Ave., Chicago 8, III.

\*AMERICAN Type Founders, Inc., 200 Elmora Ave., Elizabeth B, N. J. BOSTITCH, Mechanic St., Westerly, R. J. CHRISTENSEN Machine Co., The, 100 Fourth St., Racine, Wis.

\*\*DEXTER Folder Co., Pearl River, N.Y.

\*\*LEXTER Folder Co., Pearl River, N.Y.

\*\*HELLER Corp., The, 2135 Superior Ave., Cleveland 6

\*\*HOFFERT Machine Co., 718 Marquette St., Racine, Wis.

JONES, James H., Co., 808 W. Washington St., Chicage 6 York, N.Y.

NEW Jersey Wire Stitching Machine Co., 608 S. Second St., Camden, N. J.

PABICH, W. R., Mfy. Co., 2855 N. Rockwell St., Chicage 18, III.

#ROSBACK, F. P., Co., Fifth & Pork Sts., Benton Harbar Mich. bor, Mich. T. W. & C. B., 129 Lafayette St., New York 13, N.Y. STANDARD Paper Box Machine Co., 476 Broome St., New York, N.Y.

# STITCHING WIRE FEEDERS

ACME Steel Co., 2840 Archer Ave., Chicage BOSTITCH, Machenic St., Westerly, R. I. CHRISTENSEN Machine Co., 100 Fourth St., Racine, Wis. ALAWSON, E. P., Co., Inc., 426 W. 33rd St., New York 1, N.Y. \*ROSBACK, F. P., Co., Fifth & Park Sts., Benton Har-bor, Mich.

## STOCK CUTS

EAST Texas Engraving Co., 322 E. Erwin, Tyler, Tex. HUX-CUTS, Inc., Box 582, Lancaster, Pa. JUDSON Type, Inc., 151 W. 23rd St., New York 11. N.Y. MENDEZ Co., 30 Bookman St., New York 7 MERRELL Features, 208 N. Wells, Chicage 6 SHINN, Cobb, 721 Union St., Indianapolis 4, Ind.

## STOCK PHOTOGRAPHS

SHINN, Cobb, 721 Union St., Indianapolis 4, Ind. UNDERWOOD & Underwood, 319 E. 44th St., New York 17, N.Y.

# STONES AND GRINDERS

BOICE-Crone Co., 930 Central Ave., Toledo 6, Ohio FUCHS & Lane Mfg. Co., Div. Sun Chemical Corp., 10th 5t. & 44th Ave., Long Island City 1, N.Y. SKNEFELDER Co., Inc., 32 Greens 5t., New York 13 UNITED Shoe Machinery Corp., 140 Federal St., Bos-ian 7

# STRIP MATERIAL CASTERS (See Composing Machines)

# STRIPPING MACHINES (See Gumming, Gluing and Pasting Equipment)

# SUCTION CUPS

GOODRICH, B. F., Co., 500 S. Main St., Akren 18, #IDEAL Roller & Mfg. Co., 2512 W. 24th St., Chicago



# **TABLES AND STANDS**

TABLES AND STANDS

1 Bindery
2 Case Filling, Electrotyping
3 Cutting Stands, Gravura
4 Cylinder Tables, Retegravura
5 Elevating Beating, Stereotyping
6 Imposition
7 Line-up and Register
8 Make-up and Storage
9 Offset-Lithe, Layout
10 Retouching Stands
11 Stereotype Forms
12 Stripping
13 Transfer for Vertical Press
14 Viewing Stands, Gravura
15 Work
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15

\*\*AMERICAN Type Founders, Inc., 200 Elmora Ave.,
Elizabeth B, N. J.
14

8 9

12 15 ANGLE Steel Steel Co., 309 W. Oak St., Pluinwell,

APPLETON Wood Products Co., Inc., Douglas & Second Sts., Appleton, Wis. 15 AURORA Equipment Co., Cloveland at Prairie Sts., Aurora, III.

Aurore, III. BAR-PLATE Mfg. Co., Boston Post Road, Orunge, Conn.

BEALL, Jack, Vertical Service, 641 S. Dearborn St., Chicago S, III.

BEATTIE Process Camera Carp., Chatham, N. J.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Boston, Mass. BROWN Coating Eqpt. Co., Wellston, Ohio BROWN, W. A., Mfg. Co., 2035 Charleston St., Chicago \*CHALLENGE Machinery Co., Grand Haven, Mich.
CHEMCO Photoproducts Co., New St., Glan Cave, N.Y.

CONSOLIDATED Photo Engravers Equipment Co., 1112 N. Haman Ave., Chicago, III. Homan Ave., \*CRAFTSMAN Line-Up Table Corp., 49-59 River St., Waltham 54, Mass.

\*DOUTHITT Corp., 680 E. Fort St., Datroit 26, Mich.

EQUIPTO Div. Aurora Eqpt. Co., Aurora, III.
15
FERGUSON, J. L. Co., P.O. Box 1196, Jollet, III.
4FOSTER Mfg. Co., 13th & Cherry Sts., Philadelphia 7, Pa.

GELB Company, Joseph, 52 Arlington St., Newark 2, 2, N. J. 7

12 ★GOSS Printing Press Co., 5601 W. 31st St., Chicago 50 GRAPHIC Arts Accessories, 308 Marquette Bldg., troit, Mich.

\*HAMILTON Mfg. Co., Two Rivers, Wis. HARRIS-Seybold Co., 4510 East 71st St., Cleveland 5.
12 15 7 8 9 10
4HOE, R., & Co., Inc., 910 E. 138th St., New York 54, \*LANSTON Monotype Machine Co., 24th & Locust Sts., Philadelphia 3, Pa.

±LUDLOW Typograph Co., 2032 Clybourn Ave., Chicago 14, III.

LYON Metal Products, 1168 Madison Ave., Aurora, III.

MILLER-Trojan Company, 1083 W. Main St., Trey, Ohio MORGANS & Wilcox Mfg. Co., 69 Hanford St., Middle-town, N.Y. MOTTER'S, George F. Sons, 132 S. Pershing Ave., York, Pa.

ANOLAN Corporation, 1333 E. Dominick St., Rome, N.Y.
PHILLIPS & Jacobs, 622 Race St., Philadelphia

#PITMAN, Harold M., Co., 51st Ave and 33rd St., Chicago 50, III.
7 9 REVOLVATOR Co., 86th & Tonnelle Ave., North Bergen,

ROBERTSON Photo-Mechanix, Inc., 7440 Lawrence Ave., Chicago 31, III.

lond, Me. 7 Port-STANDARD Process Corp., 2704 W. Roscoe St., Chi-cage, III. SOUTHWORTH Machine Co., 30 Warren Ave., Pert-

14 STONE, Herman Co., 324 Harris Bidg., Dayton 2, Ohio TAYLOR Machine Co., 7600 York Rd., Bultimore

THOMPSON Cabinet Co., Ludington, Mich.
1 2 9 10
UNITED Shoe Machinery Corp., 140 Federal St., Boston, Mass.

WATERWORTH Eng. & Mfg. Co., 2329 Troy St., Dayton 3, Ohio
WESTINGHOUSE Electric Corp., P.O. Box 868, Pitts-

### TABLES, COOLING (See Cooling Tables)

**TABULAR SYSTEMS (See Composing Machines and Supplies**)

### TACKERS, HAMMER AND COM-

PRESSION TYPE

ACME Stuple Co., 1643 Hoddon Ave., Comdon, N. J.
BOSTITCH, Westerly, R. I.
\*\*AFASTENER Corp., 860 Fletcher St., Chicago 14, III.
HELLER Corp., The, 2135 Superior Ave., Cleveland 6
SPEED Products Co., Inc., 32-01 Queens Bivd., Long Island City 1, N. Y.

### TAG MACHINERY

1 Eyeletting 2 Knotting, Looping, Stringing 3 Patching

BATES Mfg. Co., The, 30 Vessy St., New York 7, N.Y.

1 2 3
#GRAEBER Stringing & Wiring Machine Co., Div. New Era Mfg. Co., Box 2820, Paterson 28, N.J.
1 2 3 MAKATAG Mfg. Co., 2 Linden St., Reading, Mass

STANDARD Tag Co., 116 Duane St., New York, N.Y. STIMPSON, Edwin B., Co., Inc., 70 Franklin Ave. Brooklyn 5, N.Y.

WAKEFIELD Muchine Co., Inc., Wakefield, Mass. YOUNG Engineering Co., 2429 N. Sheffield, Chicage 14, III.

### TANKS AND SINKS

\*AMERICAN Type Founders, Inc., 200 Elmera Ave., Elizabeth, N.J. BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Boston, Mass. BROWN, W. A., Mfg. Co., 2035 Charleston St., Chicago 47
CHEMO Photoproducts Co., New St., Glen Ceve, N.Y.
CONSOLIDATED Photo Engravers Equip. Co., 2135 W.
Wabansia Ave., Chicago 43, III.
\*DOUTHITT Corp., The, 680 E. Fort St., Detroit 26, Mich. GOODRICH, B. F., Co., 400 S. Main St., Akron 18, GRAPHIC Arts Center, Inc., 207 W. Park Ave., State GRAPHIC Arts Center, Inc., 207 W. Park Ave., State College, Pa.
HANSON-Van Winkle-Munnling, Mattewan, N. J.
+ LEEDAL Stainless Steel Products, Inc., 2929 S. Halsted
St., Chicage 8, III.
PHILIPS & Jacobs, 622 Race St., Philadelphia
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.,
Chicago, Illinois
RYAN, E. G., Ce., 153 W. Huron St., Chicago S, III.
SANDY HIII Iron & Brass Works, 27 Allen St., Hudson
Falls, NY.
WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia, Pa.

### TAPE ADHESIVE (See Adhesive Tape)

### TAPE COUPLERS

(See Couplers, Belt and Tape)

### TAPE, FEEDER, DELIVERY and FOLDER (See Belts, Belting and Tape)

### TAPE, GUMMED (See Paper Section Directory)

TAPE, OVERLAY (See Adhesive Tape, Pressure Sensitive)

### TEMPERATURE CONTROL AND INDICATORS, METAL

1 Electric Eye 2 Pyrometers 3 Thermomete 4 Thermostats

BRISTOL Co., The, Waterbury, Conn.

2 3 4
EASTMAN Kedak Co., 343 State St., Rothester 4, N.Y. FENWAL, Inc., 200 Pleasant St., Ashland, Moss.

PISHER Purnace Co., 5535 N. Wolcott Ave., Chicago GENERAL Electric Co., 1 River Rd., Schenectudy 5,

N.T.
1 2 3 4

★GOSS Printing Press Co., 5601 W. 31st St., Chicage 50.

HANSON-Van Winkle-Munning, Matewan, N. J. \*HOE, R., & Co., 910 E. 138th St., New York 54

ILLINOIS Testing Labs., 428 N. LaSalle St., Chicago,

KEMP, C. M., Mfg. Co., The, 405 E. Oliver St., Bulti-more, Md. 2 2 ★LANSTON Monotype Machine Co., 24th & Lecust Sts., ANSTON Monotype Machine Co., 24th & Locust Sts., thiladelphia 3, Pa.

MONOMELT Co., Inc., 1611 Polk St., N.E., Minneapo-

PARTLOW Corp., The, 2 Campion Rd., New Hartford, N.Y.

N.Y.

2 3 4

POWERS Regulator Co., 3400 Oakton, Skokie, III.

3 4

ROBERTSHAW Thermostat Division, Youngwood, Pa.

\$\frac{4}{5}\$ STAR Parts, Inc., 2 5. Main St., South Hackensack, N.J.

1 A 1 Companies, Rechester 1, N.Y.

1 2 3 4 THWING-Albert Instrument Co., Penn & Pulaski, Phila-

UNITED American Metals Carp., Corner Calyer & Diamond Sts., Brooklyn 22, N.Y.

UNITED Stereotype Supply Corp., Box 38, West Lynn,

WESTON Electric Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.

WILLIAMS, Brown & Earle, 904 Chestnut St., Philadelphia, Pa.
WILLIAMSON & Company, Inc., Passais Ave., Caldwell, N. J. ZARKIN Machine Co., 34-19 10 St., Long Island City,

### **TESTING INSTRUMENTS**

(See Gauges and Testing Instruments)

### THERMOGRAPHIC (RAISED LETTER) **MACHINES AND SUPPLIES**

\*\*AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.
DEVERE Co., 2000 Clark St., Racine, Wis.
EMBOSSOGRAPH Process Co., Inc., 251 William St.,
New York, N.Y.
STOKES, A., Co., The, Hudson, Ohio
VIRKOTYPE Corp., 111 Rock Ave., Plainfield, N. J.

ACME Type Foundry, 633 Plymouth Court, Chicago 5, III.

#AMERICAN Type Founders, 200 Elmoro Ave., Elizabeth B, N. J.

GRAPHIC Arts Research Foundation, 112-114 W. Kinzie Street, Chicage 10, Illinois

#INTERTYPE Corp., 360 Furman St., Brocklyn 1, N.Y.

LOS ANGELES Type & Rule Co., 2231/2 E. Pice Blvd.,
Los Angeles, Calif.

#MERGENTHALER Linotype Co., 29 Ryerson St., Brocklyn S. N.Y. iyn 5, N.Y. MISSOURI-Central Type Foundry, 705 E. Murdock Ave., Wichita 5, Kan. #STAR Parts, Inc., 2 S. Main St., So. Hackenseck, N.J. TATLOR-Made Rule Co., 65 Flatbush, Brooklyn

### THINNING MACHINES FOR **CURVED PLATES**

★GOSS Printing Press Co., 5601 W. 31st St., Chicago 50 ★HOE, R., & Co., Inc., 910 E. 138th St., New York

### THREAD, TWINE (See Bookbinders' Supplies)

### **TIERING MACHINES** (See Elevators, Paper Handling)

### **TIE-UP SYSTEMS**

RIEHL Galley Lock Co., Inc., 748 E. 82nd St., Clave-land 3. Ohio

### TIME CLOCKS AND RECORDERS

AMTHOR Tosting Instrument Co., Inc., 45 Vanšinderen Ave., Broeklyn 7, N.Y. BRISTOL Co., Waterbury 20, Conn. CINCINNATI Time Recorder Co., Inc., 1733 Central Ave., Cincinnati 14, Ohio GENERAL Electric Co., 1 River Rd., Schenoctady 5, N.Y.
INTERNATIONAL Business Machine Corp., 45 Crouch
51., Rochester 22, N.Y.
JOSLIN, A. D., Mig. Co., Manistee, Mich.
ROBERTS Numbering Machine Co., 700 Jamaica Ave.,
Brooklyn B. N.Y.
ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave.,

Chicago, Illinois SIMPLEX Time Recorder Co., S. Lincoln St., Gordner, Mass.
STOMBERG Time Corp., 109 Lafayette St., New York
WESTON Electrical Instrument Corp., 614 Frelinghuysen
Ave., Newark, N. J.

### TIME SWITCHES

CUTLER-Hommer, Inc., 315 N. 12th St., Milwaukee 1, Wis.
GENERAL Electric Co., 1 River Rd., Schenectudy 5, N.Y.
PARTLOW Corp., The, 2 Campion Rd., New Hartford, STROMBERG Time Corp., 109 Lafayette St., New York 13, N.Y.

### TIN EDGING AND MOUNTING MACHINES

STUEBING Automotic Machine Co., 3424 Bookman St., Cincinnati 23, Ohia

### TIPPING MACHINES

\*AMERICAN Type Founders, Inc., 200 Elimora Ave., Elizabeth, N.J. BRACKETT Stripping Machine Co., 303 Jackson St., Topeks, Kan.

DIDDE-Glaser, Inc., 24 W. 6th Ave., Emperia, Kansas MENDES, J. Curry, Corp., 194 Brookline Ave., Br Ton 15, Mess.

PARRY, S. R., Machine Co., 222 Mill St., Rochester 4, N.Y. POTDEVIN Muchine Co., 226 North Street, Teterbore, N. J. SMYTH Mfg. Co., The, 9 Sigourney St., Hortford 6,

### **TOOL CABINETS** (See Cabinets, Cases, Racks)

### TOOLS

1 Bookbinders
2 Engravers Cutting
3 Machinists
4 Pletemakers
5 Pertoble Electric
1 2 3 4 5
8LACK and Dacker Mfg. Co., 760 Pennsylvania Ave.,
Towson 4, Maryland

BROWN & Shurpe Mfg. Co., Providence, R. I.

CHEMCO Photoproducts Co., New St., Glan Cave, N.Y. CHICAGO Wheel & Mfg. Co., 1163 W. Monroe St., Chicago, III.

CRONITE Co., 88th St. and Hudson Blvd., North Bergen, N. J.

GANE Bros. & Lane, Inc., 1355 W. Loke St., Chicago,

GENERAL Binding Corp., 812 W. Belmont Ave., Chi-cogo 14, III.

HICKOK, W. O., Mfg. Co., Box 423, Harrisburg, Pa. #HOE, R., & Co., Inc., 910 E. 138th St., New York LUFKIN Rule Co., 1730 Hest St., Seginew, Mich.

METZGER, Alfred E., 30 Irving Place, New York 3 NEW Plastic Carp., 1026 N. Sycamore, Los Angeles 36, Calif.

REID, William, Co., 2271 Clybourn Ave., Chicago 14 #SIEBOLD, J. H. & G. B., Inc., 150 Varick St., New York, H.Y. 4

SPEEDWAY Mfg. Co., 1834 So. 52nd Ave., Cicero 50, III.

★TI-PI Co., 1600 Broadway, Kansas City 5, Ma ★WESEL M Mfg. Co., 1141 N. Washington Ave., Scron-

### TRACING PAPER

BIENFANG Paper Co., Metuchen, N. J. CRAFTINT Mfg. Co., 1615 Collamer Ave., Cleveland 10, Ohio ROSCO deberatories, 29 Maore St., Brooklyn #SIEBOLD, J. N. & G. B., Inc., 150 Varick St., New York 13, N.Y.
WILLIAMS, Brown, & Earle, I., 904 Chestnut St., Philadelphia 7, Pa.

### TRADE-MARKS, TYPE OR MATS

AMERICAN Type Founders, 200 Elmore Ave., Elizabeth B, N. J.
IMPRINT Matrix Co., Cheriotto, N. C.
\*MERGENTHALER Linetype Co., 29 Rysman St., Brookiyn S, N. Y.
OLSEN-Mark Corp., 124 White St., New York 9, N.Y. ROSS-AD-SEAL, Inc., Lard & Davidson Sts., Indianapo-

lis, Ind. STERLING Type Foundry, Charlotte, Mich. TAYLOR-Made Rule Co., 65 Flatbush Ave., Brocklyn

### TRANSFER PAPER

FUCHS & Long, Div. Sun Chemical Carp., 10th St. & 44th Ave., Long Island City 1, N.Y.
METZGER, Alfred E., 30 Irving Place, New York 3
ROSCO Laboratories, 347 Hudson Ave., Brooklyn 1
SENEFELDIR Co., The, 32 Greene St., New York 13
FSIESDLD, J. H. & G. B., Inc., 150 Verick St., New York York 13, N.Y. SINCLAIR and Valentine Co., 611 W. 129th St., New York 27, N.Y.

### TRANSFER PRESSES

\*DENNISON Mfg. Co., 300 Howard St., Framingham, SENEFELDER Co., Inc., 32-4 Groone St., New York 13,

### TRIMMING MACHINES, ELECTRO-TYPERS AND STEREOTYPERS

BOICE-Crane Co., 930 W. Central Ave., Toledo 6, Ohio 4GO55 Printing Press Co., 5601 W. 31st St., Chicage 50 4HOE, R., & Co., Inc., 910 E. 138th St., New York MONOMELY Co., Inc., 1611 Polk St., N.E., Minneepetral St., N.E., Minneepetral St., N.E., Minneepetral St., N.E. \*RICHARDS, J. A., Co., 903 Pitcher St., Kulumuzoo 13F, Mich. & Weshington Ave., Scrun-

### TRUCKS

KS
Electric
Form File
Form Lift
Gravure
Makaup
Matal
Paper Handling
Press Platform
Truck Wheels, Cesters
Upright, for Bindary
2 3 4 5 6 7
Essel Squin, Co., Lapser, A

ALLIED Steel Equip. Co., Lapser, Mich.

\*AMERICAN Steel Chase Co., 3131 48th Ave., Long Island City 1, N.Y.

\*AMERICAN Type Founders, Inc., 200 Elmore Ave., Elizabeth B, N. J. ANDERSON, C. F., & Co., 3225 S. Calumet Ave., Chicago 16, III.

ANGLE Steel Stool Co., 309 W. Oak St., Plainwell,

AURORA Equipment Co., Cleveland at Prairie Sts., Aurora, III.

AUTOMATIC Transportation, 101 W. 87th St., Chicago

BARRETT-Cravens Co., 630 Dundae Road, Northbrook, BERRY Machine Co., 716 N. First St., St. Louis, Mo.

CLARK Equipment Company, Industrial Truck Divi-sion, Battle Crack 85, Mich.

\*\*CLINE Electric Mfg. Co., 3405 W. 47th St., Chicago 32, III.
EASTON Car & Construction Co., Easton, Pa. ECONOMY Engineering Co., 4511 W. Lake St., Chicago,

III. ELWELL-Parker Electric Co., 4517 \$1. Clair Ave., Cleve-land 14, Ohio

EQUIPTO Div. Aurora Equipment Co., Aurora, III. FERGUSON, J. L. Co., P.O. Box 1196, Juliet, III.

#HAMILTON Mfg. Co., Two Rivers, Wis.

2 3 4 5 7

#HAMILTON Tool Co., 832 South Ninth St., Hamilton, Ohio

KOHLER System Co., 159 E. Chicago Ava., Chicago 11,

LEWIS-Shapard Products, Inc., 239 Walnut St., Water-town 72, Mass. 

MISSOURI Central Type Foundry, 703 E. Murdock St., Wichite, Kon. 7

MODERN Eupt. Co., 2011 Cuming St., Omaha 2, Nebr. MOTTER'S, George F., Sons, 132 S. Pershing Ave., York, Pa.

NAGEL-Ryan Mfg. Co., 4363 Woodward Ave., Reyal Ook, Mich.

NOLAN Corporation, 1333 E. Dominick St., Reme, New York 6 7 NORMAN, Wm. A., 1133 E. 63rd St., Chicago 37, III.

REVOLVATOR Co., 86th St. & Tennelle Ave., North Bergen, N. J.

ROUSE, H. B., & Co., 2214 N. Wayne Ave., Chicago SERVICE Caster & Truck Corp., 681 N. Brownswood Ava., Albion, Mich.

SHAW Machine & Tool Co., 1151 Temple St., Los Angeles 12, Calif.

SOUTHWEST Mochine Co., 30 Warren Ave., Portland,

STANDARD Process Corp., 2704 W. Roscoe St., Chi-SUPER Speed Printing Machinery Inc., 1712 E. 27th St., Cleveland 14, Ohio THOMPSON Cabinet Co., Ludington, Mich. cago, III.

1 2 3 4 5 6 7 8 9 10 11 TIMESAVER Products Co., 44 Salina St., Pulaski, N.Y. 2 UNITED American Metals Corp., 200 Diamond St., Brooklyn 22, N.Y.

UNITED Stereetype & Supply Co., Box 38, West Lynn, Mass. \*WESEL Mfg. Co., 1141 N. Washington Ave., Scron-

ton, Po.

YALE & Towno Mfg. Co., 4530 Tecony St., Philadel-phia 24, Pa.

8

### TUSCHE

TUSCHE
FUCHS & Lang Mfg. Co., Div. Sun Chemical Carp.,
10th St. & 44th Ave., Long Island City 1, N.Y.

OAETJENS, Berger & Wirth, Inc., 35 York St., Broekiyn 1, N.Y.

\*INTERCHEMICAL Corp., Printing Ink Division, 67 W.

44th St., New York 19, N.Y.

LITHO Chemical & Supply Co., 46 Harriet PI., LynBrook, Long Island, N.Y.

NAZ-Dar Co., 461 Milwaukse Ave., Chicage 10, III.

SENEFELDER Co., The, 32 Greene St., New York 13,
N.Y. N.Y. \$SIEBOLD, J. H. & G. B., Inc., 150 Variek St., New York 13, N.Y. York 13, N.Y.
SINCLAIR & Valentine Co., 611 W. 129th St., New
York 17, N.Y.
SS ARTIST Materials Co., 712 N. State St., Chicage 10,

### **TWEEZERS**

TWEEZERS

HACKENSACK Specialty Mfg. Co., 200 Atlantic St.,
Hackensack, New Jorsey

#INTERCHEMICAL Corp., Printing Ink Division, 67 W.
44th St., New York 19, N.Y.
LOS ANGELES Type & Rule Co., 2251/2 E. Pice Bivd.,
Los Angeles, Colif.
MENDEZ Co., 30 Beekman St., New York 7
TAYLOR-Made Rule Co., 65 Flatbush Ave., Breeklyn

### TYING, PACKAGING MACHINERY (See Packaging & Tying Machines)

### TYMPAN PACKING AND PAPER (See Cylinder—Drawsheets and Tympans. Also "Tympan" in Paper Section)

### TYMPAN PAPER ROLL HOLDERS, WALL BRACKETS

NELSON Vertical Paper Cutter Co., 424 W. 22nd St., Norfolk 16, Va. R. & Co., 2214 N. Wayne Ave., Chicago 14, III.

### TYMPAN STABBER

HERBERT Products, Inc., 74-32 Jamaica Ave., Wood-lawn 21, N.Y. ROUSE, H. B., & Co., 2214 Wayne Ave., Chicage 14,

### TYPE

TYPE

1 Army and Navy Insignia
2 Borders and Rules
3 Bruss
4 Fonts, APL, Monotype and Thempson Cast
5 Foundry
6 Rubber
7 Slugs
8 Steel
9 Type Metal Strip
10 Wood
1 2 3 4 5 6 7 8 9 16
ACME Type Foundry, 633 Plymouth Ct., Chicago 5
ALTAIR Machinery Corp., 55 Vandam St., New York

ALTAIR Machinery Corp., 55 Vandem St., New York

\*AMERICAN Type Founders, 200 Elmera Ave., Eliza-beth B, N. J.

AMERICAN Wood Type, 35 W. 3rd St., New York 12, N.Y.
AMSTERDAM Cont'l Types & Grephic Equip., Inc., 268 Fourth Ave., N.Y. 10
2 3

\*\*BALTIMORE Type & Composition Co., 15 5. Frederick St., Bultimore, Md.
1 2

\*\*BAUER Alphabets, Inc., 235 E. 45th St., New York 17, N.Y.

BELMONT Smalting & Refining Wks., Inc., 330 Belmont Ave., Brocklyn 7, N.Y.

DETROIT Type Foundry, Inc., 1959 E. Jefferson St., Detroit 7. Mich.

EMBOSSOGRAPH Corp., 38 W. 21st St., New York 10 EMPIRE Type Foundry, Delavan, N.Y.

\*FORCE, William A., & Co., 216 Nichols Ave., Brooklyn 8, N.Y.

3
HAASE Type Foundry, 2023 N. Hulsted St., Chicago \*HAMILTON Mfg. Co., Two Rivers, Wis.

1 2 3 4 5 6 7 8 9 10 JOHNSON, Joseph E., Co., 610 Atlantic Ave., Brook-lyn 17, N.Y. JUDSON Type, Inc., 151 W. 23rd St., New York 11, KELSEY Co., 45 Crown St., Meriden, Conn.

LOS ANGELES Type Founders, Inc., 2251/2 E. Pice Blvd., Los Angeles, Calif.

2 3 7

\*\*MACKENZIE-Harris, Inc., 659 Folsom St., San Fran-

cisco 7, Calif.

2 3 4 5 9

MATTHEWS, Jus. H., & Co., 3951 Forbes St., Pittsburgh 13, Pa.

MELIND, Louis, 362 W. Chicago Ave., Chicago 10
MENDES, J. Curry, Corp., 104 Brookline Ave., Boston 15. Mass.
15. Mass.
MENDEZ, Co., 30 Beekman St., New York 7
2 4

\*\*MERGENTHALER Linotype Co., 29 Ryerson St., Brook-

lyn 5, N.Y. MISSOURI Brass Type Foundry, 1620 N. 22nd St., St. Louis 6, Mo.

MISSOURI Central Type Foundry, 703 E. Murdeck St., Wichita, Konses 2 5 7

MONO-Trade Co., 213 S. 6th St., Minneapolis 2

NORTHWEST Type Foundry, 6504 Walker St., Minneapolis 15, Minn.
OLSEN-Mark Corp., 124 White St., New York 13, N.Y.

PEERLESS Roll Leaf Co., Inc., 4511 New York Ave., Union City, N.J.

PERFECTION Type, Inc., 141 East 5th St., St., Paul 1, Minn.
1 2 5 9 10
PRINTERS Supply Service, 719 5. Dearborn St., Chicago 5, III.
2 4 7 9 QUAKER City Type Foundry, 152 N. 11th St., Philadelphia 7, Pa.

RULEX Type Corp., 127 W. Harrison, Chicago, III.

SCHMIDT, George T., Inc., 4100 Ravenswood Ave., Chicago, III. STERLING Type Foundry, Charlotte, Mich.

STEWART, Don, Co., 445 Clay St., San Francisco 11 STRIPFOUNDERS, Inc., 4550 S. Federal St., Chicago 9,

7 TAYLOR-Made Rule Co., 65 Florbush Ave., Brooklyn THOMPSON Type Founders, 1414 S. Harwood, Dalles

TURNER Printing Machinery, Inc., 2630 Payne Ave., Claveland 14, Ohie 7 UNITED American Metals Corp., 200 Diamond St., Brooklyn 22, N.Y.

### TYPE CASES (See Cabinets, Cases, Racks)

### **TYPE-HIGH GAUGE (See Gauges** and Testing Instruments)

TYPE, SLUG CASTERS (See Composing Machines and Supplies)

TYPEWRITERS, JUSTIFYING COMMERCIAL Controls Corp., 1 Leighton Ave., Rochester 2, N.Y.
COXHEAD Ralph, Co., 333 Sixth Ave., New York
INTERNATIONAL Business Machine Corp., 590 Madison Ave., New York 22, N.Y.
REMINGTON Rand, Inc., 313 Fourth Ave., New York,

TYPEWRITER RIBBON ATTACH-**MENTS (See Presses, Specialty** Printing)

TYPEWRITER, RIBBONS

TYPEWRITER, RIBBONS
FUCHS & Long Mfg. Co., Div., General Printing Ink
Corp., 100 Sixth Ave., New York 13, N.Y.
INTERNATIONAL Business Machines Corp., 590 Medison Ave., New York 22, N.Y.
KEE Lox Mfg. Co., Rochestor, N.Y.
MITTAG & Volger Inc., 76 Park Ave., Park Ridge, H.J.
POLYCHROME Corp., 2 Ashburton Ave., Yonkers 2, N.Y.
REMINGTON-Rand, Div. of Sperry-Rand Corp., 315
Fourth Ave., New York, N.Y.
STAFFORD, S. S., Inc., 469 Washington St., New York
14, N.Y.
UNDERWOOD Corporation, 1 Park Ave., New York 16,
N.Y.



### **VACUUM PRINTING FRAMES**

AMERICAN Type Founders Seles Corp., 200 Elmora Ave., Elizabeth B, N. J. BAR-PLATE Mfg. Co., Bostan Post Road, Orange, Conn. BEATTIE Process Camera Corp., Chatham, N. J. BRIDGEPORT Engravers Supply Co., 287 Atlantic Ave., Bostan Mass.

BROWN, W. A., Mfg. Co., 2035 Charleston St., Chicago 47, III.
CHEMCO Photoproducts Co., New Street, Glan Cove, CHEMICO Priorograms of the Co., 1112 N.Y.
CONSOLIDATED Phote Engravers Equipment Co., 1112 N. Homan Ave., Chicago, III.
DAVIDSON Co., Subs. of Margentheler Linetype Co., 29 Ryerson St., Brooklyn 5.
DOUTHITT Corporation, The, 680 E. Fort St., Detroit 24, Mich.

26, Mich. GELB Company, Joseph, 52 Arlington St., Newark 2, N. J. INTA-Roto Machine Co., R.F.D. 6, Box 61, Richmond

INTA-Roto Machine Co., R.F.D. 6, Box 61, Richmand 23, Vo.
LANSTON Monotype Machine Co., 24th at Locust, Philadalphia 3, Pa.
LEVY, Max, & Co., Wayne Ave. & Berkley St., Philadelphia, Pa.
MILLER-Trojan Company, 1083 W. Main St., Troy, Ohio NAZ-Dar Co., 461 Milwoukee Ave., Chicago 10, III.
\*\*NU ARC Company, 224 S. Western Ave., Chicago, III.
\*\*PHILLIPS & Jacobs, 622 Race St., Philadelphia \*\*PITMAN, Harold M., Co., S1st Ave. and 33rd St., Chicago, 30, III.
\*\*ROBERTSON Photo-mechanix, Inc., 7440 Lawrence Ave., Chicago, Illinois

Chicago, Illinois
RUTHERFORD Machinery Co., Div. Sun Chemical Corp.,
10th St. & 44th Ave., Long Island City 1, N.Y.
RYAN, E. G., Co., 153 W. Huron St., Chicago 5, III.
SULLEBARGER, E. T., Co., 114 Liberty St., New York 6,
\*WESEL Mfg. Co., 1141 N. Washington Ave., Scranton, Pa. ton, Pa. ZARKIN Machine Co., Inc., 34-19 10 St. Long Island

### **VARIABLE SPEED PULLEYS**

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\*\*AMERICAN Type Founders, 200 Elmora Ave., Elizabeth B, N. J.

DAVIDSON Corp., Subs. of Margenthaler Linotype Co., 29 Ryerson St., Brooklyn S.

DAYTON Rubber Mfg. Co., 2342 W. Riverview Ave., Dayton, Ohio

HORTON Co., 1179 15th Ave., S.E., Minneopolis 14, Minn. INTA-Roto Machine Co., R.F.D. 6, Box 61, Richmond 23, Vo. RANIVILLE, F., Co., 241 Peurl St., N.W., Grand Rapids, Mith. REEVES Puller Company, Dept. RV, Celumbus, Ind. SANDY Hill Iron & Bruss Works, 27 Allen St., Hudson Falls, N.Y.

VARIABLE SPEED TRANSMISSIONS

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LINK-Belt Company, Prudential Plaza, Chicago, III.
LINK-Belt Company, Prudential Plaza, Chicago, III.
OliGEAR Co., 1560 W. Plarca St., Milwaukee 4, Wis.
RANIVILLE, F., Co., 241 Pearl St., N.W., Grand Rapids, RANIVILLE, F., Co., 201 Pounbus, Ind.
Mich.
REEVES Pullay Co., Columbus, Ind.
REEVES Pullay Co., Columbus, Ind.
RELIANCE Electric & Engineering Co., 1088 Ivanhae
Road, Clavaland 10, Ohio
SANDY HILL Iron & Brass Works, 27 Allon \$1., Hudson
Falls, N.Y.
U.S. Electrical Motors, Inc., 2058 Terminal Annex, Los
Angeles 54, Calif.

**VENTILATING SYSTEMS (See Air** and Paper Conditioners, Anti-Off-set Eqpt., and Heating, Ventilating Systems)

**VIBRATION CONTROL METHODS** 

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KORRUND Compony, Inc., 48-15 32nd Place, Long Island City 1, N.Y.
UNITED States Rubber Co., 1230 Sixth Ave., New York 20, N.Y. 20, N.Y. VIBRATION Eliminator Co., 10-28 47th Ave., Long Island City 1, N.Y.



WASH, BLANKET (See Blanket, Wash, Offset-Litho.)

### WASHUP MATERIALS AND METHODS, **OFFSET-LITHO**

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DAVIDSON Corp., Subs. of Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn S.
FEDERAL Mining & Mfg. Co., 222 Kearney Ave., Jersey City 4, N. J.
FUCHS & Long Mfg. Co., Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.
GEGENHEIMER, Wm., 80 Reabling St. Brooklyn 1
†INTERCHEMICAL Corp., Printing Ink Division, 67 W.
44th St., New York 19, N.Y.
McKINLEY Litho Supply Co., 1623 John Street, Cincinnati, Ohio.
PHILLIPS & Jacobs, 622 Race St., Philadelphia
RYAN, E. G., & Co., 727 S. Deerbarn St., Chicago 5, III. III.
SCHWARM & Jacobus Co., The, 1216 Jackson St., Cincinnati 10, Ohio
SENEFELDER Co., Inc., 22-4 Greene St., New York 13,
%SEBOLD, J. H. & G. &., Inc., 150 Varick St., New
York 13, N.Y.
SINCLAIR and Valentine Co., 611 W. 129th St., New
York 27, N.Y.

### WASHUP, OFFSET-LITHOGRAPHIC (See Roller, Inking, Washing Machines)

WASH, TYPE AND CUT

ADHESIVE Products Corp., 1660 Boone Ave., Brenx 60, \*ANCHOR Chemical Corp., 829 Bergen St., Brooklyn 16. N.Y.

BRADEN Sutphin Ink Co., 3800 Chester Ave., Cleveland 14, Ohio

CHALMERS Chamical Co., 123 Chestnut St., Newark 5, \*\*CHAIMERS Chemizul Co., 123 Chestnut St., Newark S. N. J.

\*\*CHAIMERS Chemizul Co., 123 Chestnut St., Newark S. N. J.

\*\*CHEMICAL Color & Supply Co., Div. Sun Chemizul Corp., 2820 W. Grand Ave., Chizago, III.

\*\*DIVERSEY Corp., The Industrial Moin't. Dapt., 1820 Roscoe St., Chicago 13

\*\*EAGLE Printing Ink, Div. Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N.Y.

\*\*EDERAL Minlong & Mrg. Co., 222 Keerney Ave., Jarsey City 4, N. J.

\*\*GAETJERS, Berger & Wirth, Inc., 35 York St., Broeklyn 1, N.Y.

\*\*\*HOWARD Plint Ink Co., 2546 Clark Ave., Detroit, Mich. INCO Co., 2372 W. 7th St., Cleveland 14, Ohio INDIANA Chemical & Mrg. Co., 517 So. Alabama St., Indianapolis 28, Ind.

\*\*MESSEROLE Edward D., Co., Inc., 245 7th Ave., New York, N.Y.

\*\*\*METALS Refining Company, Box 109, Hammond, Ind. PECK, James 1. (Rep.), 47 High St., West Orange, N. J.

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\*\*\*HILLINE & Lorche, 422 Race St., Philadelahig.\*\* Minn.
PHILLIPS & Jacobs, 622 Raco \$1., Philadelphia
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★ROOERS, Harry H., Co., 5331 S. Cicero Ave., Chicago 32, III.

\$SIEBOLD, J. H. & G. B., Inc., 150 Verick St., New York 13, N.Y.
STANDARD Oil Co. of Ky., Louisville, Ky.
TAYLOR-Gluem Co., Concord, N. H.
TROJAN Products Co., 53 W. Jackson Blvd., Chicago 2, III.

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WIPERS, MOUTHPIECE AND SPACE **BAND** (See Composing Machines and Supplies)

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AMERICAN Steel & Wire Co., Rockefeller Bldg., Claveland 13, Ohio \*AMERICAN Type founders, Inc., 200 Elmora Ava., Elizabeth B, N. J

BOSTITCH, Westerly, R. I.

CHICAGO Steel & Wire Company, 10257 Torrence Ave., Chicago 17, III.

\*DENNISON Mfg. Co., 300 Howard St., Framingham, Mass. HELLER Corp., The, 2135 Superior Ave., Cleveland 6

JONES, James H., Co., 808 W. Washington St., Chicago 6, 111.

PABICH, W. R., Mfg. Co., 2855-57 N. Rockwell St., Chicago 18, III.

PRENTISS, Geo. W., & Co., 439 Dwight St., Holyake, Mass.

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7 Halftone
7a Lusterkote
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5 6 7 8
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4 CANTINE, Martin, Co., Saugerties 1, N.Y.
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HARDINO-Jones Paper Co., Middletown, Ohio
1 2 3

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3 Chip
4 Corrugated
5 Mat
6 Mounting
7 Poster
8 Press
9 Straw 8 Press 9 Strow 10 Tag 1 2 3 4 5 6 7 8 9 10 ★AMERICAN Writing Paper Corp., 10 Eagle A Lane, Holyake, Mass. 2 3 5 APPLETON Coated Paper Co., Appleton, Wis. BEVERIDGE Paper Co., Indianapolis 4, Ind.
5
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3 50% Rag Content
4 25% Rag Content
5 Manifold and Onion Skin Tissue (Thin Paper)
6 Sulphite and other blended chemical wood fibers
7 Writings
1 2 3 4 5 6 7

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Holyoke, Mass.
1 2 3 4 5 6 7

\*AMERICAN Writing Paper Corp., 10 Eagle A Lane,
Holyoke, Mass.
4 5 6 7

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Mass.

1 2 3 4

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1 2 3

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CHEMICAL Paper Mfg. Co., Holyake, Mass.

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CROCKER-McElwein Co., Holyoke, Mass. 1 2 3 4 DEXTER, C. H., & Sons, Windsor Locks, Can.

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5 6

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17, N.Y.

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2 3 5 5 Millers Falls, Mass.

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6
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1 2 3 4 5 7
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8 No. 3 Grade
9 No. 4 Grade
10 Preeling, Coated one Size
11 Special Cust-Cested
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APPLETON Couted Paper Co., Appleton, Wis. 3 4 5 6 7 8 9

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READING Glazed Paper Corp., Reading, Pa.

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REX Paper Co., Kalamaxoo, Mich.
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\$5T. REGIS Paper Co., Socony-Mobile Bidg., 42nd & Laxington, New York, N.V.

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SIMPSON Paper Company, Everati, Wash.

SPRINGFIELD Control Poper Co., 9th, Boiley & Esto Sts., Camden, N. J. 2 3 4 5

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WARREN, S. D., Co., 89 Broad St., Boston 1, Mass. 1 2 4 5 6 7 8 9 10
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C Grade

D Grade

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Coated

Eggshell

English Finish

Machine Finish

Mimeograph

Offiset

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2 Rotogrovure
3 Super Calendered
4 Text, Deckle Edge
5 Text, Plain Edge
6 Vellum, Weddings
2 3 4 5 6 7 8 9
13 14 15 16
D Paper Mills, 1608 Loke St., Kelab. 7 8 9 10 11 Mich. 1 2 3 4 13 6 7 8

AMERICAN Writing Paper Corp., 10 Eagle A Lane, Holyake, Mass. BARE, D. M., Paper Co., Rooring Spring, Pa.

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7 Railroad
8 Tough Check

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GLEMBOURN (Text)—Hurlbut Paper Co., South Lee, Mass.

GLOSTONE (Bristol, Cover)—Linton Bros. Co., 22 Rollstone St., Fitchburg, Mass.

GLOW-TONE (Env)—Western State Envelope Co., 1616 W. Piarce St., Milwaukee 4, Wis.

GOLD MEDAL (Ouplicater)—Badger Paper Mills, Inc., Peshtige, Wis.

GLOW-TONE (Env)—Western State Envelope Co., 1616 W. Piarce St., Milwaukee 4, Wis.

GOLD MEDAL (Ouplicater)—Sadger Paper Mills, Inc., Peshtige, Wis.

GREEN CORE (Gummed Tape, Gummed Hollands)—Mid-States Gummed Paper Co., 2515 S. Demen Ave., Chicago 8, 111

GREYLOCK (Bond, Ledger)—L. L. Brown Paper Co., Adams, Mass.

GROTON (Tympan)—Hollingsworth & Vose Co., 112

Washington St., Eest Walpele 1, Mass.

GUARDIAN (Bond, Bristol, Ledger)—Crocker-McElwain

GREYLOCK (Bond, Ledger)—I. I. Brown Paper Ce., Adams, Mass.
GROTON (Tympan)—Hollingsworth & Vose Ce., 112
Washington St., East Walpole 1, Mass.
GUARDIAN (Bond, Bristol, Ledger)—Crocker-McElwain Ce., Holyake, Mass.
GUMCRAFT—(Bookbinder's Cloth Tapes) (Colored Gummed Tapes) (Corrugator's Gummed Box Tapes) (Gummed Eagher) (Cloth (Gummed Box Stay Tapes) (Gummed Caphric Cloth) (Gummed Hollands) (Gummed Veneer Tapes) (Kraft Gummed Hollands) (Gummed Veneer Tapes) (Kraft Gummed Sealing Tapes) (Printed Cloth and Paper Tapes) Gummed Tape & Devices Company, 1318-29 60th St., Broeklyn 19, N.Y.

### O

\*HALFMOON (Bond)—Mohawk Paper Mill, Inc., 465 5. Saratega St., Cohoes, N.Y. \*HAMILTON (Book)—Champion Paper & Fibre Co., Hamilton, Ohio \*HAMILTON (Ledger, Mimeograph)—Hamilton Paper Co., Miquon, Montgomery County, Pa. \*HAMMERMILL (Bend, Bond Envelope, Bristol, Cever, Duplicator, Offset, Safety, Translucent)—Hammermill Paper Co., Frie, Pe.

HARDIWEAR (Duplicator)—Ditte Inc., Harrison at Oakley Blvd., Chicage 12, Ill.

HAWKEYE (Book)—Michigan Paper Co., Plainwell, Mich.

Mich.

HAWTHORNE (Bond, Book, Ledger, Parchment, Onion Skin)—Howthorne Paper Co., E. Michigan Ave., Kalamareo, Mich.

\*HEATHER (Bond)—Eastern Corporation, Bangar, Ma.

\*HERCULIEAN (Caver)—American Writing Paper Corp., 9 Main St., Halyaka, Mass.

\*HERCULIEE (Book)—Crocker Burbank Paper, Inc., 545

Westminster St., Fitchburg, Mass.

\*HERTLAGE (Band)—Pareons Paper Co., Holyake, Mass.

\*HERTLAGE (Band)—Pareons Paper Co., Holyake, Mass.

\*HIFFCT (Book)—Crocker Burbank Papers, Inc., 545

Westminster St., Fitchburg, Mass.

\*HIFFCT (Book)—Crocker Burbank Papers, Inc., 545

Westminster St., Fitchburg, Mass.

\*HIGHIGOS (Bloting)—Albemerle Paper Mfg. Co., Richmond, Va.

\*HIGHIGOS (Bloting)—Wheelwright Papers, Inc., Leominster, Mass.

\*HILLCORT (Bible, Book, Wedding)—Fitchburg Paper Co., 642 River St., Fitchburg, Mass.

\*HILLCORT (Bible, Book, Litho)—Fitchburg Paper Co., 642 River St., Fitchburg, Mass.

\*HILLSDAE (Announcement)—Fitchburg Paper Co., Addletown, Ohio

HI-LUSTRE (Blotling)—Wrenn Paper Co., Middletown, Ohio

HI-LUSTRE (Blotling)—Wrenn Paper Co., Middletown, Ohio

HI-LUSTRE (Blotling)—Wrenn Paper Co., Middletown, Dalton, Mass.

\*HOMESDAIE (Bond)—Byran Weston Co., Main St., Boston 2, Mass.

\*HOMESDAIE (Bond)—Byran Weston Co., Main St., Boston 2, Mass.

\*HOMESDAIE (Bond)—Byran Weston Co., Main St., Dalton, Mass.

\*HOMESDAIE (Bond)—Byran Weston Co., Main St., Dalton, Mass.

\*HOMESDAIE (Bond)—Byran Weston Co., Main St., Dalton, Mass.

\*HOMES (Co., Cycles, Ohio

\*HUDSON (Book, Lithe)—International Paper Co., 226

\*C. Urbans, Ohio

\*HUDSON (Book, Lithe)—International Paper Co., 220

\*E. 32nd St., New York 17, N.Y.

\*URIBUT (Parchment)—Huribut Paper Co., South Lee, Mass.

# Mass. HURON (Carbon Paper, Onion Skin, Waxed)—Port Huron Sulphite & Paper Co., Port Huron, Mich.

IAMA (Towels)—Central Paper Co., Inc., 2404 Lake Shore Drive, Muskagan, Mich.

\*\*IDEAL (Lithe)—West Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N.Y.

\*\*ILUSTRATION (Bond)—Michigan Paper Company, Plainwell, Mich.

\*\*ILUSTRATION (Drawing)—Strethmore Paper Company, West Springfield, Mass.

\*\*\*IMPRISAL (Uncoated Book)—Mead Papers Inc., 118 W. 1st 51., Dayton 2, Ohie.

\*\*IMPRISA-Strethmore Paper Co., West Springfield, Mass.

\*\*INDIAN (Blottings, Covers)—Rochester Paper Co., Rochester, Mich.

\*\*INDIAN HEAD (Cover)—Knowlton Brothers, 213 Fectory St., Waterfown, N.Y.

\*\*INDOPAQUE (Bible)—Crane & Co., Inc., 30 South St., Dalton, Mass.

\*\*INDUSTRIAL (Cover, Waterproof)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa.

\*\*INSERT (Book)—Chomical Paper Mfg. Co., Foot of Jackson St., Helyeke, Mass.

\*\*INSPIRATION (Bond, Book, Envelope)—West Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N.Y.

\*\*INTERNATIONAL (Cover)—Chemical Paper Mfg. Co., Foot of Jackson St., Helyeke, Mass.

\*\*INTERNATIONAL (Cover)—Chemical Paper Mfg. Co., Foot of Jackson St., Helyeke, Mass.

\*\*INTERNATIONAL (Cover)—Chemical Paper Mfg. Co., Foot of Jackson St., Helyeke, Mass.

\*\*INTERNATIONAL (Cover)—Chemical Paper Mfg. Co., Foot of Jackson St., Helyeke, Mass.

\*\*INTERNATIONAL (Cover)—Chemical Paper Mfg. Co., Foot of Jackson St., Helyeke, Mass.

\*\*INTERNATIONAL (Sook, Duplicater)—International Paper Co., 220 E. 42nd St., New York 17

INTERNATIONAL (Sook, Duplicater)—International Paper Co., Park St., Heustonia, Mass.

\*\*INTERNATIONAL (Sook, Duplicater)—Paper Mfg. Co., Foot of Jockson St., Helyeke, Mass.

\*\*INTERNATIONAL (Sook, Duplicater)—Hermational Paper Co., Park St., Heustonia, Mass.

\*\*INTERNATIONAL (Sook, Duplicater)—Hermational Paper Co., Lemminster, Mass.

\*\*INTERNATIONAL (Sook, Duplicater)—International Papers, Inc., Leominster, Mass.

IROM TAO (Manika Tag)—Hellingsworth & Vose Co., 112 Weshington St., East Walpele 1, Mass.

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JAMES RIVER (Bond, Bristol, Wedding)—Standard Paper Mfg. Co., Richmond, Va., JEFFERSON (Bristol)—Franklin Paper Co., Third Level Canal, Malyake, Mass.
JESMORE (Book)—Jessup & Moore Paper Co., 16 S.
Broad St., Philadelphia 2, Pa.
JEWELRY (Bristol)—Franklin Paper Co., Third Level Canal, Holyake, Mass.

\*\*\*JOURNEYMAN'S (Book)—International Paper Co., 220
E. 42nd St., New York 17, N.Y.

### (3)

K SPECIAL (Envelope)—Chillicothe Paper Co., Chillicothe, Ohio KENMORE (Book, Mimeograph)—Jessup & Moore Paper Co., 16 S. Broad 51., Philadelphia 2, Pa. KENSINGTON (Envelopes)—The American Paper Goods Co., Kansington, Conn. KENTONE (Book, Mimeograph)—Jessup & Maore Paper Co., 16 Broad 51., Philadelphia 2, Pa.

Montgomery County, Pa. \*KIMFECT LEVELCOAT (Book)—Kimberly-Clark Corp., \*KIMFECT LÉVELCOAT (Book)—Kimberly-Clark Corp., Neenah, Wis. KIMRAV (Book)—Kimberly-Clark Corp., Neenah, Wis. KIO-KAT (Book)—Kimberly-Clark Corp., Neenah, Wis. KLO-KAT (Book)—Kimberly-Clark Corp., Poot Card)—Nerthwest Paper Co., Claquet, Minn. \*KROMKOTE (Cast-cort Book)—Champion Paper and Fibra Co., Hamilton, Ohio \*KROMKOTE (Cast-cort Book)—Champion Paper & Fibra Co., Middletown, Ohio KROMKOTE (Cast-cort Book)—Champion Paper & Fibra Co., Middletown, Ohio \*KROMKOTE (Cast-cort Book)—Champion Paper & KROYDEN (Cover)—Holyaka Card & Paper Co., Fiske Ave., Springfloid 7, Mass. & KRYSTAK KLEAR (Krolopes)—U. S. Envolope Co., 21 Cypress Sr., Springfloid 2, Mass. K.Y.F. (Bond, Book)—Kalamazee Vegetoble Parchment Co., Ralamazee 99, Mich.

\*KILMORY (Cover, Text)-Hamilton Paper Co., Miquen,

#LACONIA (Bond)—Persons Paper Co., Holyoke, Mass. LAIDSTONE (Book, Cever)—A. M. Callins Mfg. Co., 226 W. Columbia Ave., Philadelsphia 22, Ptg. #L'AIGLON (Text)—American Writing Paper Corp., 9 Main St. Holyoke, Mass. LAKELAND (Book)—Consolidated Water Power & Paper Co. Williages Resids, Will. Co., Wisconsin Rapids, Wis. LAMONTE (Sufety)—George LaMonte & Son, Nutley LAMONTE (Sufety)—George LaMonte & 3on, Nurvey 10, N. J.
10, N. J.
LAUREL (Cut Cards) Old Colony Envelope Co., Westfield, Mass.
LEATHEREAFY (Cover)—Holyake Card & Paper Co., Fiske Ave., Springfield 7, Mass.
LEATHERET (Cover)—Riegel Paper Corp., 342 Madison Ave., New York 17, N.Y.
LEATHERETE (Book)—Michigan Paper Co., Plainwell, Mich.
Mich. LEATHER-GLO (Cover)—A. M. Collins Mrg. Co., 226
W. Columbia Ave., Philodelphie 22, Pa.

LEATHER-GLO (Cover)—Wheelwright Papers, Inc.,
Leominster, Mass.
LEATHERIGHT (Cover)—Wheelwright Papers, Inc.,
Leominster, Mass.
LEATHERODI (Cover)—Miami Valley Coated Paper Co.
Oxford Road, Franklin, Ohio
LEOHORN (Onion Skin)—C. A. Hubbard Paper Co.,
S86, Kalamassa 99, Mich.

LEONOR, (Index, Ledger)—Byron Weston, Main 5:
Dalton, Mass. Delton, Moss.

\*LEONARDO (Tox)—American Writing Paper Corp., 9
Main St., Holyoke, Mass.

\*LEXICON (Book, Text)—Chompion Paper & Fibre Co.,
Homitron, Ohle
LIBRABIAN (Cover)—A. M. Cellins Mfg. Co., 226 W.
Columbia Ave., Philodelphia 22, Pa.

LIFLAT (Gummed Cloth and Paper)—Gummed Tape
and Devices Co., 1318-20 60th St., Brocklyn 19, N.Y.
LINETONE—Linton Brothers Co., 22 Rollstone St.,
Fishburn. Mass. Fitchburg, Mass. LINE MARQUE (Writing)—Rising Paper Co., Park St., LINE MARQUE (Writing)—Rising Paper Co., Park St., Housetonis, Mess.
LONGRUN (Duplicater)—Ditto, Inc., Harrison at Ouk-ley Blvd, Chicago 12, III.
LINOTONE (Bristol)—Linton Bros. Co., 22 Rollstone St., Firchburg, Mass.
LINWEAVE (Announcement, Bristol, Cut Cards, Cover, Envelope, Social Stationery, Text, Wedding, Writ-ing)—Linweave, 21 Cypress St., Springfield 2, Mass. £LITHOFECT (Book)—Kimberly-Clark Corp., Neenah, Wr. #LITHOGLOSS (Lithe)---Martin Cantine Co., Saugerties \*LITHOPRINT (Lithe)-Champion Paper & Fibre Co., #LITHOPRINT (Litho)—Chempion Paper & Fibre Ce., Hamilton, Ohio LITHOTINT (Litho)—Miami Velley Coated Paper Co., Oxford Read, Franklin, Ohio LITHOTONE (Blotting)—Jeseph Parker & Sen Ce., 1155 Whalley Ave. New Haven 15, Conn. LODESTONE (Cover)—Hampdon Glazed Paper & Cerd Ce., Helyoke, Mass. LOGAN (Back)—Chillicothe Paper Ce., Chillicothe, Ohio

Ohio
LOIS (Wedding)—Whiting Paper Co., Holyake, Mass.
LOUISE (Announcements)—Old Colony Envelope Co.,
94 North Elm St., Westfield, Mass.
LYNFIAX PARCHMENT (Bond)—Brightwater Paper Co.,
113 Howland Ave., Adams, Mass.

\*MACHINE POSTING (Index, Bristel, Ledger)—Byron Weston Co., Main St., Dalton, Mess. \*MADE(WRIGHT (Bristel), Showcard)—Wheelwright Poppers, Inc., Leomisster, Moss. \*MAGAZINE (Book)—International Paper Co., 220 E. 42nd St., New York 17, N.Y. \*MAINEFOLD (Book, Cover)—Oxford Paper Co., 230 Park Ave., New York 17, N.Y. \*MANAGEMENT (Bond)—Hammermill Paper Co., Erie, En. Fa.

MANDO (Envelope, Kraft, Wrapping)—Minnesete & Ontario Paper Ce., 205 W. Wacker Drive, Chicage 6 

MANIFEST (Bend, Duplicator, Ledger, Minneagraph)—
Eastern Cerporation, Banger, Me.

MARCO (Cever) Marvellum Ce., Appleton St., Holyake,
Marco Mass.
MARYIN (Announcements)—Old Colony Envelope Co.,
94 N. Elm St., Westfield, Mass.
MARYELHIDE (Cover)—Marvellum Co., Appleton St.,
Holyoke, Mass. Holyoke, Mass.

MARVELLEATHER (Cover)—Marvellum Co., Appleton St., Holyoke, Mass.

MAXOPAQUE (Cover)—Astron Paper Co., Deyton, \*MAXWELL (Bond, Book)—Maxwell Paper Co., Frank-

\*MECHANO FORM (Bristol, Ledger)-Parsons Paper Co., Holyoke, Mass.
MEDIA (Onion Skin)—Brownville Paper Co., Brownville, N.Y.

\*MERIT (Bond) Index—Byron Weston Co., Main St., Dalton, Mass. MERRILL (Bond, Mimoograph)—'Vord Paper Co., Merill, Wish.
METACOL (Gold and Silver Gummed Tapes)—Gummed
Tape and Devices Co., 1318-20 60th 51., Brooklyn
19, N.Y.

METER (Meter, for Charts)—Hammermill Paper Co., \*METER (Meter, for Charts)—Hammermill Paper Co., Erie, Pa.

Frie, Pa. (Bristol)—Tileston & Hollingsworth Co., 213 Congress St., Boston 7, Mass.

MIAMI (Beard, Book, Box Cevering, Bristol, Cover. Litho)—Miceni Volley Coated Paper Co., Oxford Road, Franklin, Ohio

MIAMITINT (Book)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio

MIAMITONE (Book)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohio

MICHIGAN (Book, Onion Skin)—Michigan Paper Co., Plasimedi, Mich.

MIKADO (Vellum)—Knowlton Brothers, 213 Factory St., Watertown, N.Y.

MIDDLETOWN (Fost Card)—Sory Paper Co., Middle-town, Ohio town, Ohio MILLBROOK (Bond)—Keith Paper Co., Turners Falls, Mass. MILLERS FALLS (Onion Skin)—Millers Falls Paper Co., Millers Fells, Mass.

Millers Fells, Mass.

MIMEO SCRIPT (Mimeograph)—International Paper Co., 220 E 42nd St., New York 17, N.Y.
MIMOO (Bond, Writing)—Chillicothe Paper Co., Chillicothe Ohio MINGO (Bend, Writing)—Chillicothe Paper Co., Chimicothe Ohio
MINNONI (Book, Retagravure and Gravure)—Minnesot & Ontario Paper Co., 205 W. Wacker Drive, Chicage 6, Ill.
MIRADOR (Onion Skin)—C. A. Hubbard Paper Ce., Box 586, Kalamasce 99, Mich.
MISCHFIRRE (Wrepping)—Detroit Sulphite Pulp & Paper Ce., 9123 W. Jeffersen Ave., Detroit 17, Mich.
MOBILE (Tag)—Hollingsworth & Whitney Ce., 60 Battery March Sr., Boston 2, Mass.
MODERN GLOSS (Book)—Consolidated Water Power & Paper Ce., Wisconsin Rapids, Wis.
MONDENK (Bristo), Cover, Duplicater, Envelope, Mimeegraph, School Construction Paper, Union Watermarkad)—Mohawk Paper Mills, Inc., 465 Saratog St., Cohee, N.Y.
MOISTRITE (Bond, Book, Ladger, Duplicater, Mimeograph)—Meed Papers, Inc., 118 W. 1st St., Dayton 2, Ohio graph)—Meed Papers, Inc., 118 W. 1st St., Day-ten 2, Ohio MONARCH (Lithe)—Aliled Paper Mills, 1608 Lake St., Kalamases 99, Mich.
Kalamases 99, Mich.

\*\*MONO OUTLOOK (Envelope)—U. S. Envelepe Co., 21
Cypress 91., Springfield 2, Mass.

MONOPLANE (Bond)—P. H. Glatfelter Co., Spring

MONOPLANE (Boha)—T. R. Grove, Pa.
Grove, Pa.
MOQUIN (Manile)—Hellingsworth & Whitney Co., 60
Battery March St., Beston 2, Mass.
MONTAGUE (Paster Print)—International Paper Co.,
220 E. 42nd St., New York 17, N.Y.
MOROCCO (Cever)—Knowthen Brothers, 213 Factory
St., Waterlown, N.Y.
MOSAIC (Blotting)—Wrenn Paper Co., Middletown,
Oblic MOULD MADE (Cover)-Huribut Paper Co., South Lee,

Mass.
Mountie (Book, Lirho, Text)—Northwest Paper Co.,
Cloquet, Minn.
MOUNT VERNON (Text)—Hawthorne Paper Co., E.
Michigan St., Kalamazee, Mich.
MOZART (Announcements)—Old Colony Envelope Co.,
94 N. Elm St., Westfield, Mass.
M. P. C. (Book)—Michigan Paper Co., Plainwell, Mich.
MULTIFECT (Book)—Kimberly-Clark Corp., Neeneh,
Wis.

Wis.

WiltYKOLOR (Book)—Dill & Collins, Inc., 230 Park
Ave., New York 17, N.Y.

MUSKEGON (Onion Skin)—Central Paper Co., 2404
Lake Shore Drive, Muskegon, Mich.

MUTUAL (Band, Mimeograph, Onion Skin)—Whiting
Paper Co., Halyake, Mass.

MYRIAD (Onion Skin)—Chemical Paper Mfg. Co., Foot
of Jackson St., Holyake, Mass.

NCR Carbonless Copy Paper—National Cash Register Ce., Main & K Sts., Dayton 9, Ohio NAMELO (Book)—Champion Paper & Fibre Co., Hamilton, Ohio NATIONAL (Post Card)—Frenklin Paper Ce., Third Level Canel, Holyeke, Mass.
NATIONAL (Bond)—Harding-Jones Paper Co., Middle-texts College. town, Ohio NATIONAL (Safety)—George LaMente & Son, Nutley 18, N. J.

\*\*NAVAJO (Bond, Cever, Ledger)—Mohawk Peper

\*\*Aille, Int., 445 S. Saratoga St., Cohoes, N.Y.

NEKNAM (Bond, Bristel, Ledger, Onion Skin)—Neench

\*\*Peper Company, Neench, Wis.

\*\*NEKOOSA (Bond, Duplicator, Ledger, Mimeograph,

Writing)—Nekoosa-Edwards Paper Co., Part Ed-\*\*MERODN Lands Andrew Paper Writing) — Nekoesa-Edwards Paper Wards, Wis. 
\*\*MEKOOS-O-PAKE (Bond)—Nekoesa-Edwards Paper Co., Port Edwards, Wis. 
\*\*MERCO (Waxed, Wrapping)—Nekoesa-Edwards Paper Co., Port Edwards, Wis. 
\*\*NEPTUNE (Cover)—Knowlton Brethers, 213 Factory St., 
Waterlown, N.Y. 
Waterlown, N.Y. 
\*\*Waterlown, N.Y. 
\*\*Waterlown Watertewn, N.Y.
NEW ENGLAND (Book, Bristel)—5. D. Warren Co.,
89 Broad St., Boston 1, Mass.
NO-COAT GLOSS (Book)—Tileston & Hollingsworth
Co., 213 Congress St., Boston 7, Mass.

\*NORSE (Envelope)—U. S. Envelope Co., 21 Cypress St., Springfield 2, Mass.

NORTH STAR (Book)—Oxford Paper Co., 230 Park Ave., New York 17, N.Y.

NORTH STAR (Book)—Northwest Paper Co., Claquet, Minn. NORTHWEST (Band, Mimoograph)—Northwest Paper No. Co. Cloquet, Minn.

NU.ART (Blotting).—Standard Paper Ce., Richmond, Va.

NUGGETT (Caver).—United Mfg. Ce., 168 Birnie Ave.,
Springfield 7, Mass.

NYPEN (Book, Lithe).—New York & Pennsylvania Co.,

Lock Haven, Pa.

OAK LEAF (Chalk Overlay)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philadelphia 22, Pa. OCECO (Envelopes)—Old Colony Envelope Co., 94 N. Ellis Sr., Westfield, Mass.
OLD SADGER (Bond, Ledger)—Fox River Paper Corp., Appleton, Wis.

Appleton, Wis.

OLD COLONY (Announcements, Envelopes)—Old Colony envelope Co., 94 N. Elm St., Westfield, Mass.

OLD COUNCIL TREE (Bond, Onion Skin)—Neanah Paper Co., Neanah, Wis.

†OLD HAMPDEN (Bond)—Parsons Paper Co., Holyoke, Mass. ★OLD HAMPSHIRE (Bond)—Byron Weston Co., Main \*OLD HAMPSHIRE (Bond)—Byron Weston Co., Main St., Dalton, Mass.
OLD SPANISH (Check)—A. M. Collins Mfg. Co., 226 W. Columbia Ave., Philodelphio 22, Po.
OLD TAVERN (Cover)—McLaurin-Angier Co., Needham Heights, Mass.
\*OLD TAVERN (Cover)—McLaurin-Angier Co., Miquen, Montgomery County, Po.
OLDE STYLE (Book)—S. D. Warren Co., 89 Broad St., Boston 1, Mass.
\*OLTMPIC (Bristel)—Wheelwright Papers, Inc., 230 Park Ave., New York 17, N.Y.
OPACITONE (Book)—Chillicathe Paper Co., Chillicothe, Ohio
ORGANDIE (Wedding)—Whiting Paper Co., Holyoke, Mass. Mass.

\*\*OTIS (Bristol)—International Paper Co., 220 E. 42nd St., New York 17, N.Y.

OTSEGO (Blanks)—Allied Paper Mills, 1608 Lake St., Kalamaxoo 99, Mich.

OVERPRINT MULTI-SERVICE (Litho)—S. D. Warren Co., 89 Broad St., Boston 1, Mass.

OXFORD (Book, Litho)—Oxford Paper Co., 230 Park Ave., New York 17, N.Y.

PADLOCK (Safety)—Perfect Safety Peper Co., 299 Kingsland Rd., Nutley 10, N. J. PAPERGLAS (Glassine)—Westfield River Paper Co., Inc., Russell, Mass. PAPETERIE (Bristel)—Strathmore Paper Co., West Springfield, Mass. \*PARAGON (Duplicator)—Kimberly-Clark Corp., Nee-\*\*\*PARÄGOH (Duplicater)—Kimberly-Clark Corp., Neenah, Wis.

PARÄMOUNT (Carbon)—Frye Mfg. Co., 301 University
Ave., Das Meines 4, lewer
PARATEK (Book)—Miami Valley Coated Poper Co.,
Oxford Roed, Franklin, Ohio
PARCHKIN (Parchment)—Paterson Parchment Paper
Co., Bristol, Pa.

PARCHMENTONE (Book, Cover)—A. M. Collins Mfg.
Co., 226 W. Columbia Ave., Philadelphia 22
PARKER'S (Blotting, Streetype)—Joseph Parker & Sen,
1155 Whaley Ave., New Haven 15, Conn.
PARKWORTH (Bood)—Parker-Young Co., 131 State St.,
Boston 9, Mass.

PARSONS (Bond, Bristol, Ledger)—Parsons Paper Co.,
Holyoke, Mass.
PASTELLE (Text)—Strathmore Paper Co., West Springfield, Mass. field, Mass.

PATAPAR (Parch nent)—Paterson Parchment Paper Co.,
Bristol, Pa.

PATAWITE (Onion Skin)—Paterson Parchment Paper
Co., Bristol, Pa.

PATAX (Waxed)—Paterson Parchment Paper Co., Bris-PATENT OFFICE (Drawing)—Strathmore Paper Co., West Springfield, Mass. PAYCO (Onion Skin)—Valley Paper Co., Holyoke, PAVCO (Onion Skin)—Valley Paper Co., Hotyoko, Mass.
PEMI (Envelope, Ledger)—Parker-Young Co., 131 State St., Boston 9, Mass.

\*\*PENINK (Mimeograph)—West Virginia Pulp & Paper Co., 230 Park Ava., New York 17, N.Y.

\*\*PENINSKI (Mich. Peninsular Paper Co., Ypsilanti, Mich.

\*\*PENINSYLANIA (Bond, Book)—P. H. Glatfelter Co., Spring Grevs, Pa.

\*\*PENORYTPE (Duplicater)—Ditto, Inc., Harrison at Oakley Blvd., Chicage 12, III.

\*\*PERFECT (Safety)—Perfect Sefety Paper Co., 299 Kingsland Rd., Nutley 10, N. J.

\*\*PERFECTION (Decalemania, Die Wipers, Gummed Label, Gummed Offset, Morsegraph)—Paper Manufacturers Co., Fifth & Willew Sts., Philadelphia 23, Pa. Pa.
PERMANIZED (Bond, Ledger, Parchment, Onlan Skin, Writing)—Whiting-Player Paper Co., Stevens Point, Wis.
PERVENAC (Heat Seal Label)—Nashua Corp., 44 Frankiin St., Nashua, N. H.
PHELPS (Safety)—Perfect Safety Paper Co., 299 Kingsland Rd., Nutley 10, N. J.
\*PIEDMONT (Book)—West Virginia Pulp & Paper Co.,
230 Park Ave., New York 17, N.Y.
\*PILGRIM (Wedding)—Eastern Corporation, Bangar,
Ma.

PLASTICLEER (Env.)—Western States Env. Co., 1616
Pierce St., Milwoukee 4, Wis.
PILGRIM (Book)—Crocker, Burbank Papers, Inc., 545
Westminster St., Fitchburg, Mass.
PLASTICLEER (Env.)—Western States Env. Co., 1616
Pierce St., Milwaukee 4, Wis.
PLATEX (Text)—Strathmore Paper Co., West Springfield, Mass. field, Mass.
PLATINUM (Announcement)—Rising Paper Co., Park St., Housatonic, Mass.
PLOVER (Bond, Ledger, Letter, Onion Skin, Opeque, Translucent Master)—Whiting-Plover Paper Co., Stevens Point, Wis.
POLYCHROME (Book)—Appleton Coated Paper Co., Appleton, Wis.
PORCELAIN (Blotting, Book)—Wrenn Paper Company, PORCELAIN (Blotting, Book)—Wrenn Paper Company, Middletown, Ohic PORCELAIN (Bristol)—Strathmore Paper Ce., West Springfiela, Mass.
PORTHOS (Cever)—United Mfg. Co., 108 Birnie Ave., Springfield 7, Mass.
PORT HURON (Cover)—Port Huron Sulphite & Paper Ce., Port Huron, Mich.
PRECISION (Tympon)—Seaman Paper Ce., 1858 W. Hubbard St., Chicago 22, III.
PRESS-READY (Commercial and Official Envelopes)—Old Colony Envelope Co., 94 N. Elm St., Westfield, Mass. PRESTIGE (Onion Skin)-Esleeck Mfg. Co., Turners Falls, Mass

PRINTCRAFT (Waterproof)—Detroit Sulphite Pulp & Paper Co., 9125 W. Jefferson Ave., Detroit 17, Mich. PRINTFLEX (Book, Cover)—Dill & Collins, Inc., 230 Park Ave., New York 17, N.Y.

PRINT-STIK—Topflight Tape Co., 160 E. 9th Ave., York, PRISMATIC (Blotting)—Standard Paper Mfg. Co., Rich-PRISMATIC (Biothing)—brandaria rapes no., mond, Va.

\*\*PROCESS PLATE (Book)—Mead Papers, Inc., 118 W.

\*\*First St., Dayton 2, Ohie

PRODUCTION GLOSS (Book)—Consolidated Water Power & Paper Co., Wisconsin Rapids, Wis.

\*\*PROSPERITY (Book)—Kolamazoo Vegatable Parchment Co., Kalamazoo 99, Mich.

\*\*PROVENWORTH (Duplicator)—P. H. Glatfelter Co., Spring Grove, Pa.

\*\*PUBLICATION (Lithe)—Miami Valley Coated Paper Co., Oxford Road, Franklin, Ohie

\*\*PUBLICATION (Lithe)—Whiting Paper Co., Holyoke.

\*\*Mass.\*\*

QUALITY, EAGLE A (Bond, Duplicator, Ledger, Mimeo-graph, Onion Skin)—American Writing Paper Corp., 9 Main St., Holyoke, Mass. QUEEN (Bristol)—Linton Bros. Ca., 22 Rollstone St., Fitchburg, Mass.

0 RAMNFY (Announcement, Cover, Envelope, Text)— Linweave, 21 Cypress St., Springfield 2, Mass. RAPIER (Onion Skin)—Brownville Paper Co., Brownville, N.Y.

RA-SILK (Onion Skin)—Kalamazoo Vegetable Parch-ment Co., Kalamazoo 99, Mich.

RAVELSTONE (Bond, Ledger)—Keith Paper Co., Turners RAVELSTONE (Bond, Ledger)—Keith Paper Co., Turners Falls, Mass.

RAYON (Book)—Miami Valley Coated Paper Co., Oxford Rd, Franklin Ohio

REALLY FLAT (Gummed Label, Gummed Offset)—Mid States Gummed Paper Co., 2515 S. Damen Ave., Chicago 8, III.

RECORD (Ledger)—Whiting Paper Co., Holyoke, Moss.

RECORD (Blotting)—Wrenn Paper Co., Middletown, Ohie RECORD (Bietting)—Virtue
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\*CROMWELL Paper Products, 4801 S. Whipple St., Chi-

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TURNER Printing Machinery, Inc., 2630 Payne Ave., Cleveland 14, Ohio Branches: Chicago 5, III.—732 Sherman 5t. Detreit 26, Mich.—500 W. Congress

\*TYPE & Press of Illinois, 3312 N. Ravenswood Ave., Chicago, III.

UNITED Air Lines, 35 E. Monroe St., Chicago, III.

UNITED American Metals Corp., 200 Diamond St., Brooklyn 22, N.Y.

**★UNITED State Envelope Co., 21 Cypress St., Springfield** 

**★UNIVERSAL** Mono-Tabular Corp., 418 N. St. Paul St., Dallas 1, Tex. Exclusive Distributors:

Hollywood, Calif.-Chas. H. Rodieck, Box 1364

U.S. RADIUM Corporation, 535 Pearl St., New York 7,

★UNITED State Rubber Company, 1230 Avenue of the Americas, New York 20, N.Y.

#VANDERCOOK & Sons, 900 N. Kilputrick Ave., Chicago 51, III. Brunches: Chicago, III.—630 S. Dearborn St New York, N.Y.—216 E. 45th St.

VIRKOTYPE Corporation, 111 Rock Ave., Plainfield,

\*WALTON Laboratories, 1186 Grove St., Irvington, N. J. Chicago, III.--1326 S. Michigan

WARREN, S. D., Company, 89 Broad St., Boston, Mass.

\*WESEL Mfg. Co., 1141 N. Washington, Scranton, Pa.

WEST Disinfecting Co., 42-16 West St., Long Island City 1, N.Y. In all principal cities throughout the U.S. and Canada

\*WEST Virginia Pulp & Paper Co., 230 Park Ave., New York 17, N.Y.

Branch Sales Offices: Chicago 1, III.—35 E. Wacker Drive Philadolphia 6, Pa.—Public Ledger Bldg. San Francisco 5, Calif.—503 Market St.

\*WESTERN Gear Corporation, 260 East Imperial, Lynwood, Calif.

\*WESTERN Printing Machinery Co., 3519 Spaulding Ave.,

**★WESTON**, Byron Company, Dalton, Mass.

WHITING Paper Company, Holyoke, Mass.

WHITING-Player Paper Company, Stevens Point, Wis.

WILD & Stevens, 45 Industrial Place, Newton Upper Falls, Mass. Falls, Mass. Branch: West Haven, Conn.—234 Front St.

★WILSOLITE Corp., 1827 Niagara St., Buffale 7, N.Y.

S2 Carolis St., Hackonsack, N.J.

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The test of a good saw trimmer is how well it does its job, and how well it stands up under constant usage. The Nelson COST CUTTER SAWS pass both tests with flying colors. The built-in quality reduces to a minimum, and guarantees a precision job.

> Write today for full details and the name of your distributor,

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the graphic arts. From Kimberly-Clark.

Automatic labeling at speeds up to 10,000 each and every hour is easy with Cheshire's Model ER rotary head which uses punched roll strips. Fill in the card, and mail it now.

Picturing each step of the papermaking process is an informative booklet issued by the Strathmore Paper Co. Pictures and flow diagrams tell the full quality story.

Since you print with ink (I), you will want to read and examine the two Sindair and Valentine Co. Color Guides—one for Offset and the other for Letterpress.

Letterhead and form samples are packed into two kits from the Hammermill Paper people. One stresses color variety in letterheads, the other, layout of business forms.

Cost comparisons are simple to make, and very eye-opening, with the press analysis presented by Heidelberg. For your free copy of this and other literature, mail the card!

Lithoplate division of Harris-Seybold Co. offers a sheaf of material on lithe presensitized plates and chemicals, including complete price lists and descriptions.

The newest dark room camera is the Commoders made by W. A. Brown Co. Felders listing its performance characteristics and sizes are available to you for mailing the card.

Paper samples, from the Northwest Paper Co., beautifully produced in four colors upon Mountie Offset and Velopaque Text are yours. Just check the numbers on the card.

10 Articles on paper and printing are contained in Fraser Paper's annual publication, "Graphic Arts Progress, 1956." For your free copy of this book, fill in the card, now!

If you are planning a new plant or mov-If you are planning a new present one, then ing equipment in your present one, then Hamilton's composing room layouts and the printing plant layout kit are what you need.

12 Universal's pair of folders shows you the operation of the strip caster machine and illustrates the Mono-Tabular Broach method of inserting vertical rules into forms.

13 All offset users will want to read the fresh off the press, eight-page folder on the new ATF Chief Offset press. Shown in full color, 30 exclusive features are listed.

14 Profitable letterpress printing can be built on the Sterling Toggle Hook and Base system. A booklet by Printing Machinery Co. tells how you save, yet gain in accuracy.

15 A sheaf of folders on Speed-Flex retary job presses and carbon form presses give offset users complete literature on the Dutro & Son line of printing presses.

16 Stainless steel graphic arts processing equipment of type 316 is manufactured by Leedal. Tanks, trays, sinks and utensils are all illustrated. Check the number for your copy.

17 For the small plant, for the large plant, a basic press for a wide range of work is the Miehle V-50-for commercial printing, for advertising printing, for specialties.

THE INLAND PRINTER, 79 West Monroe Street, Chicago 3, Illinois

\* Here are printers' helps ... available to you at no cost

18 A web-fed commercial offset job press is the new Green Hornet by ATF. This unit handles 11x17 and smaller, two colors one side or one color both sides, at 25,000 iph.

19 Over half-a-century of experience is behind Series V-65 hydraulic clamp heavyduty automatic cutters being produced now by E. P. Lawson Co. Literature available.

20 Intertype presents new horizons for the modern printer in introducing the Fotosetter, the photographic line composing machine designed to produce commercial work.

21 Sample copies are available of "The Note-book of a Printer," a monthly sales folder by Wilson Arbogust. Contents include how-to articles to stimulate use of printing.

Grafurc Catalog 32500 is a 140 ampere 22 arc lamp for printing. Details on it and other high intensity arc lamps for photo-mechanical reproduction processes are by Strong.

23 More short run profits can be yours with the Michle 17 Lithoprint and simplified offset platemaking techniques. Both the press and the plate methods are detailed in this item.

24 The end of your static problems in converting, printing, packaging, or on bag machines, presses, cutters, folders, slitters, or shoot cuttors is described by Simco.

25 Offset gold ink samples will be in the mail to you, along with descriptions of Johnson & Bloy's new gold paste printing inks for letterpress and litho from Marset, Inc.

26 Versatile is the word for the series of screen process automatic cylinder presses. These presses are described by General Research in a booklet filled with information.

27 A catalog of platemaking equipment and accessories can be yours from Miller-Trojan. Also a folder on the new models of the Miller-Trojan Process Cameras.

28 Help in your "stick-to-it-ness" can be had from Brown-Bridge. Offerings of gummed paper include a Handbook, a Demonstrator, an Idea Book, and 19 flat-as-a-pancake recipes.

8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46

Stota

Offset



Number of presses: Platen\_\_\_\_ \_\_ Cylinder\_\_\_ \_ Rotary\_\_\_\_ OUR COMPANY DOES [ Commercial Ptg. | Newspaper publishing- Daily | Wkly. Circ. This offer expires July 1, 1957 ☐ Lithography ☐ Gravure ☐ Our own composition ☐ Trade composition ☐ Photoengraving

Street

Offer expires July 1, 1957

Please send me, without cost or obligation, material described under the key numbers I have circled below:

48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69

City

.. Title or position.

- 29 Glossy-print labels, prestige machinecoated paper labels, and super labels are demonstrated on actual sumples of Dennison's 156, 471 and 116½ gummed paper stacks.
- 30 Perforators with greater output can do the job faster, better, at less cost. Why not look into the rotary models from 19 to 45 inches wide made by Nygran-Dahly Co.
- 31 A modern press, worthy of the latest of today's highly-developed art and engraving techniques, is visualized in a Miller booklet describing the 21×28 SW letterpress.
- 32 Robertson Photo-Mechanix offers two bulletins, one covering the Comet camera is available in 24- and 31-inch models, and the other on the Series III "Tri-Color" cameras.
- 3 A few drops of Phenoid makes type and cuts as bright as a new coin. Two leaflets from Chalmers Chemical Co. are on Phenoid Instantaneous and Phenoid Non-Flammable.
- 34 A hefty manual gives important instructions and specifications on spray equipment for stop-offset, dry or liquid, and hot wax spray applications by the Ortman-McCain Co.
- 35 Your choice of six models to meet your because in proof presses is offered to you in the Challenge booklet. Check the numbers, fill in your name, and mail the card.
- 36 Two among the valuable press accessories made by William Gegenhaimer Co. are the Baldwin Ink Fountain Agitator and the Baldwin Press Washer. Details in two folders.
- 37 Power and lever paper cutters in the new H series by Challenge offer easier, faster, safer paper cutting. A folder lists the advanced models featuring important improvements.
- 38 Customers report major savings in time and money with Macey collators. Seven "on the scene" case studies report to you on installations by Harris-Seybold Co.
- 39 Absolute accuracy in automatic electric sheet counting and marking equipment is the topic in the Counter and Control Corp.'s two folders, Nos. 401-A and 600.
- $40 _{\rm drum}^{\rm Descriptions} \ {\rm of} \ {\rm cost} \ {\rm costed} \ {\rm folding} \ {\rm beard},$   ${\rm postel} \ {\rm colors}, \ {\rm ond} \ {\rm disposable} \ {\rm four-way} \ {\rm entry}$   ${\rm pollets} \ {\rm are} \ {\rm released} \ {\rm by} \ {\rm Champion} \ {\rm Paper}.$

- 41 Cleseups of vital operating parts on the Original Heidelberg Cylinder demonstrate the approach to the printers' problems from the printer's viewpoint.
- 42 A variety of printed specimens on Hammermill Cover demonstrate ideas for cover designs with applications to many of your own customers' needs. Mail the postal card!
- 43 Morrison Co. has produced a series of leaflets showing its saw trimmers, slug strippers, and plate bevelors, all designed to save time, and money in your composing room.
- 44 A comprehensive engineering report from the Bohnson Co. summarizes a study of humidification on problems in the printing industry and provides economical solutions.
- 45 De yeu convert paper, film, or feil? Whether you process or print, here is a complete catalog of precision engineered machinery manufactured by Hudson-Sharp.
- 46 Pen ruling machines in many varieties and sizes are shown in a McAdams booklet. Besides full illustrations, a ruling background with charts and tables is presented.
- 47 Any linecasting machine can be speeded up with the quadding attachment with memory system and push button control. The Star Selectro-Matic Quadder by Linetype Parts.
- 48 A green folder illustrates facts and applications for eliminating a costly printers' nuisance—static. Chapman static eliminator, made by Portland, is featured and explained.
- 49 Helpful suggestions on care and use of the Kluge Automatic press are furnished in an instruction book covering operation and maintenance of Kluge presses and feeders.
- 50 Maintaining proper humidity is of prime importance in all graphic arts plants. A fact-filled backlet by Walton, Importance of Humidification, explains the requirements.
- 51 The fascinating story of the growth and operation of the Minerals & Chemicals Corp. of America tells how company produces age old raw materials for the graphic arts.
- 52 Only a perfectly smooth lithographic plate reproduces original copy perfectly. Let the folder on 3M Photo Offset Plates by Minnesota Mining & Mfg. show you the proof.

53 A file folder of samples of all of the Surrious grades of Kimberly-Clark coated book papers for modern use by letterpress and offset is yours for filling out the card.

- 54A broadside sheet shows the foll size of the new Harris-Seybold Co.'s 14½xx20½ offset job press. Big press features highlight its versatility, speed and economy at 7,000 iph.
- 5 5 Complete alphabets and special alternate characters made for use in each of 187 leading intertype faces available for line casting equipment are shown in a 20-page booklet.
- 56 Model 5 of the Lawson drill line can drill to two or more holes in a two inch lift of paper in a flush over two seconds . . . and, with a multiple head, it can slot at the same time.
- 57 A folder on how to save time, cut costs, 57 lists all of the Cowan pressroom products, including perforators, slitters, expansion roller trucks, auxiliary brushes and sheet bands, etc.
- 58 Knowing about the special features of "DC-6A Cargoliners" can save you time and money on air freight shipments. United Air Lines describes the king of its cargo fleet.
- 59 High speed gathering and gluing in one operation is the job of the Speed-Klect collator. Other gathering and pasting machines by Didde-Glaser are described, too.
- 60 Big features of speed in the Linetype Comet and of intricate mixing and extra range in Linetype Models 29 and 30 are set forth in two Mergenthaler booklets.
- 61 Expressive printing papers are part of the picture and Strathmore has commissioned Will Bradley to design a hefty brochure filled with examples of typographic excellence.
- 62 Two pamphlets for key personnel who are looking for work describe the use of an employment agency and ask when is the time to change jobs, then gives answers.
- 63 How to choose, use, and care for paper cutting knives . . . with greater efficiency, lower costs . . . is the subject of a 32-page book on Paper Cutting by Henry Diseton & Sons.
- 64 Features of Lanston M-H overhead, motorfocusing color precision camera and of the new Camerama overhead camera, both allmetal, are described in two leaflets.
- 65 Pressmen, and plant owners, too, will attain a better understanding of the basic types of plate hooks and their uses from the Cottrell Rapid Register Hook System booklet.
- 66 Press specifications for lithographers are 66 offered by the Royal Zenith Corporation. Catalog sheet describes the Royal Zenith 29, a single color offset press with many features.
- 67 A comparison of setting times for a few Ludlow-set jobs on commercial composition with single type estimates is presented in Time Records by Ludlow Typograph Company.
- 68 The latest in automatic-electronic equipment for high-fidelity halftone engravings is described by Fairchild Graphic Equipment Co. in its example-filled Scan-A-Sizer booklet.
- 69 A presentation of fine printing equipment is yours in the Foster Mfg. Co.'s latest catalog No. 26. Circle the numbers and fill in the postal card for full information.

AFFIX STAMP NERE

79 West Monroe Street
Chicago 3, Illinois

# your important figures

Each capable young executive in your company stands out - he adds prestige, substance and greater performance to your operation. Parsons ledger papers and index bristols, made from cotton fibers, do the same for your accounting records - and for your organization. Parsons record-keeping papers perform well for machine accounting or handwritten systems . . . offer a perfect writing and erasing surface ... will not "dog ear" from constant handling. An extensive range of matching colors in both ledger and index weights, and five cotton content grades can provide the right paper for your record requirements. For your important figures (both men and records), specify Parsons cotton fiber ledger and index papers



A Friendly Invitation: You are cordially invited to become a charter member, during 1956, of

The Parsons King Cotton Club
... an exclusive group of men and women, who in the designing, producing or selling of fine printing, strive constantly to attain the high-quality craftsmanship on which the Graphic Arts Industry has been built.

### Parsons Papers Offer More Profits for Record Form Printers

These are the reasons why Form Printers stock and recommend Parsons cotton fiber record-keeping papers:

- A large variety of matching colors fit the needs of record-keeping color control systems.
- Parsons ledger and index papers offer a wide range for most form uses, sizes, or weights.
- "Solid" sheet formation (in any weight) will not dog-ear from frequent hard use.
- Parsons smooth, uniform "no glare" surface takes hand or machine posting perfectly and erases without roughening or discoloration.
- Cotton content sheets add longer life to important records . . . (Parsons Extra No. 1 100% grade is often specified for permanent records).
- Parsons cotton content papers run well on letterpress, offset or pen-ruling equipment.
- Accurate, efficient record-keeping is improved by quality form printing on high grade cotton content papers.

- Recommending Parsons papers adds prestige to a quality printer's reputation.
- Service on all Parsons papers is fast—shipment from paper merchants' stocks or mill stocks on same day your order is received, eliminates delivery problems.
- Parsons Guide Book for Recordkeeping Papers helps printers and users get the right paper for the right record . . . making better business for both.\*

These are the famous Parsons Cotton Fiber Record-Keeping Papers:

# Cotton Content 100% Extra No. 1 100% Extra No. 1 100% Scotch Linen Ledger Parsons Linen Ledger Parsons Linen Ledger Parsons Inen Ledger Parsons Indexes Parsons Indexes

Parsons Index

Crest Index

Mechano Form Index Arkon Index

### Parsons is preferred by your customers

When you recommend a Parsons Paper, it makes sense to your customer. He has been pre-sold by Parsons advertisements stressing prestige, performance and permanence. In 1956, Parsons advertising will appear in 12 magazines, including Business Week, The Office, Office Executive, Office Management, Journal of Accountancy and Fortune. To cash in on this advertising, it will pay you to stock and recommend Parsons bonds, writings, ledgers and indexes.

100%

50%

25%



Mail to Parsons Paper Company • Holyoke • Massachusetts				
Gentlemen:				
Please send your guide book: How to get what you need in record-keeping papers and index cards.				
☐ I would like to become a charter member of The Parsons King Cotton Club.				
YOUR NAME				
COMPANY				
ADDRESS				
STATE YOUR POSITION				



Your Perfection Fine Paper Merchant's Salesman is greeted this way daily because printers know he has the right answer. He has the knowledge and experience for we keep him constantly informed of new developments and supplied with useful printed literature that can be yours on

use the finest,

Please your customers with

# FLAT GUMMED PAPER

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HELPFUL HINTS by PERFECTION ® are designed to help printers to a better understanding and use of gummed paper.

More than 20 Important Subjects Including: WHICH GUMMING IS BEST AND WHY?
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# PIONEER



Drill

Handles a full range of round holes as required for post and ring binder forms. Will handle up to eight holes in a 16" sheet with any back margins up to four inches. Simple and quick to set up. Easy to operate. High output. Ball bearing motor. 32" table. Exceptional cornering, slotting and slitting attachments available.

BENCH MODEL \$188.00 FOOT-FEED MODEL \$252.00 F.O.B. Toledo

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Router and Planer



The only movable router priced for the average user. The work is clamped solidly on the beach. The router does the moving. Clesr, unobstructed view of work at all times. Depth of cut under continuous control. Depth changeable while running. Standard in the flat bed publishing field. A time and money saver in any shop. Complete with work holder and cutters.

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Saw

A full-size composing room saw of proven accuracy at a price any shop can afford. 74 picas of real precision with 12 perfect points per pica. Cast iron table. Positive, quick action clamp. Elevating arbor. Complete with motor and chip truck.

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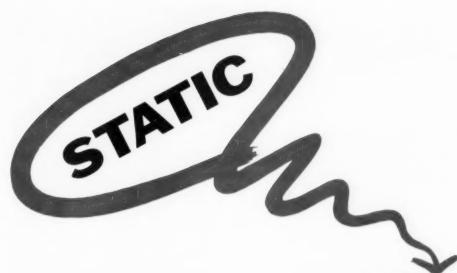
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... can be eliminated!... effectively, safely, inexpensively. The SIMCO "Midget" is guaranteed to be the surest means of static control available... for all printing machinery, under all operating conditions. Write today for information and prices of Simco's complete line, including the new "shockless" bars which are perfectly safe to use even in inflammable atmospheres.

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# they're a hit every time!

# Siebold "SLIP-ON" MOLLETON ROLLER COVERS

Finest Quality French & Domestic Molleton

Guaranteed to be a perfect fit, these roller covers make a hit with every user. Eliminate loose dampers, minimize lint, save time, improve quality of printing. Your customers will be pleased with the way the team he picked brings in winning printed literature. Don't use a substitute . . . put Siebold MOLLETON French or Domestic Covers in your line up and you've got the best combination in the field.

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A HALF CENTURY
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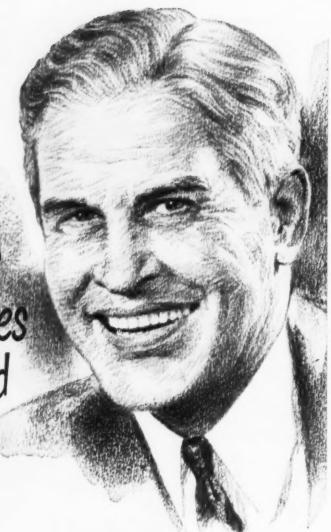
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## AN INDIANA PRINTER

says...

"Trojan 3D Gummed Paper prints and handles like ungummed paper"



A
Complete Line of
Gummed Printing Papers
in Sheets and Rolls

LABEL PAPERS
STAMP PAPERS
LAMINATED FOILS
LAMINATED PAPERS
LAMINATED FABRICS
HEAT SEAL PAPERS
HEAT SEAL FOILS

The TROJAN 3D Process makes gummed printing paper a vastly superior product. In the first place TROJAN 3D Paper will lie flatter over a wider range of humidity. Furthermore, we are told, TROJAN 3D feeds, delivers and joggs like ungummed paper. And reproduction . . . you can hardly believe the im-

provement.



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... A subsidiary of ST. REGIS PAPER COMPANY

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# Gathers 3,000 sets an hour-

Macey Collator saves users up to 90% of hand collating costs!



Hand assembling has always been a headache in any shop...hard to estimate and schedule, upping waste allowances, tying up bindery workers, running into overtime and extra shifts, delaying delivery, piling up costs and paring profits. So the Macey Collator—now sold and serviced by Pitney-Bowes—is good news.

The Macey not only collates eight times as fast as hand workers, and more accurately... but even handles jobs that always had to be hand-gathered before.

Its versatility is outstanding. The Macey will not only do uniform routine collating of printed sheets, signatures, covers, etc....but will put together sheets, signatures, cards, plastic inserts, and items of varying sizes, weights, and finishes.

The Macey will not only cut your assembling costs and keep your prices competitive—but it will enable you to handle volume and specialty orders you were not able to sell previously.

The Macey is wholly automatic, easy to set up, has big load capacity, runs continuously with minimum attention, and minimum service.

Call any Pitney-Bowes office, and get the details on how this new Collator can help you. Or send the coupon for free illustrated booklet and case studies.

The Macey Collator is sold and serviced by



# Pitney-Bowes, Inc.

Originators of the postage meter...leading maker of mailing machines...with offices in 95 cities in the U.S. and Canada.



- Fully automatic. Suction feed. Positive handling of every sheet. Sets are automatically checked for thickness; signal light shows point of any stoppage.
- Handles sheets as small as 2 by 5 inches; and as large as 12 by 17 inches, depending on model.
- Available in 4, 8, 12 or 16 stations; and requires relatively little floor space.
- Has optional extras—stacker, offset delivery unit, and wire-fed stapler.
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   Call the nearest PB office for information, or send coupon for free illustrated booklet and case studies.
   No obligation, of course.



PITNEY-BOWES, INC., 4203 Crosby Street, Stamford, Conn.

Send free illustrated booklet and case studies.

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Firm

Address



Western Printing Machinery's Extra Color Letterpress Unit for Miehle flatbed presses is the answer for low cost addition of third and fourth color.

Precision built in several sizes, it will make a three or four color press of any standard 2-color Miehle flatbed. Production specifications are the same as the press to which it's permanently attached. Synchronization is perfect. No changes required in either the Miehle press or its operation.

This unit is low in cost and requires no additional floor space as it is mounted on top of the Miehle units. Operates efficiently and economically with the Miehle.



Write for further details

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Manufacturers of color units for Miehle flothed presses, also CONVERSION OF FLATBEDS TO ROTARY and Honeycomb Plate Cylinders

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• INCREASE PROFITS

BLACK

# UNIFORMITY is the SECRET!

### RUST RESISTANT STEEL

has greater accuracy at lower cost.

### ALUMINIZED STEEL

has high precision uniformity at

slightly higher cost.

- . ROLLED EDGES
- REINFORCED
   CORNERS

# All Steel GALLEY CABINETS

- One Piece, Full Length Galley Supports
- · Reinforced Construction

Special Sizes

6 Regular Sizes 25, 50, 100, Capacity



# Movable STOCK RACKS

- Speed Stock Handling
- Provide Piling and Storage Space

MODEL A

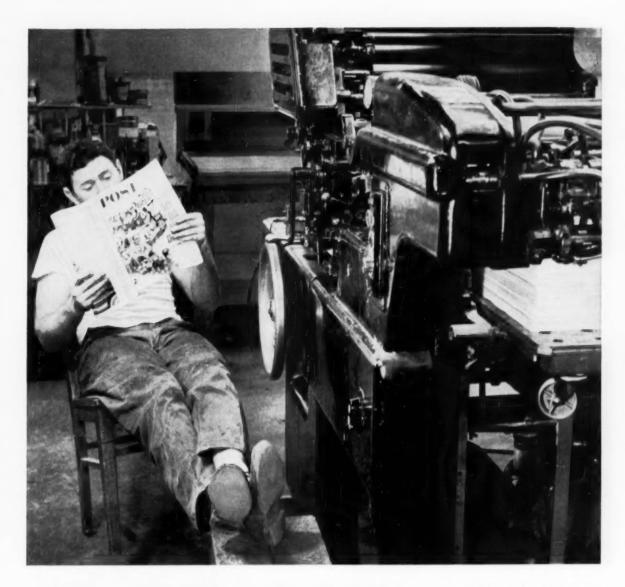
13½ x 20" boards, notched for Miehle, 30 sq. ft. of shelf space on 4¼ sq. ft. of floor. MODEL B

17 x 22" boards, notched for Kelly, 411/2 sq. ft. of shelf space on 61/4 sq. ft. of floor. \$75.60

Mayville METAL PRODUCTS CO.

MAYVILLE,

WISCONSIN



# What's wrong with reading at work?

# — when Whippet Bond keeps the press running by itself

When you're running Whippet Bond, your operators are freed from frequent press adjustments.

Whippet Bond, unwatermarked, has uniform bulk to prevent double feeding, keeps jobs running like clockwork—skid after skid.

Ask your Hammermill salesman for samples of today's Whippet Bond. Recommend it to customers who want a quality look in their budget jobs. They'll thank you for it. Hammermill Paper Company, Erie, Pennsylvania. Now Whippet Bond comes in a redesigned ream wrapper. Weathertight, as before, the new wrapper not only maintains balanced moisture content, its non-bleed edge guards against black streaks on top and bottom sheets. And, the "shelf-service" Hammermill carton makes it easy to use a ream at a time; gives neat, sturdy protection to the remaining reams until used.



# Best today for today's best presswork...



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1918 Lawrence St., Denver 2, Col.

# Blatchford Metal salesman doubles as truckman

... carts quarter-ton of metal in car to help Commercial Printer get out rush job

Mary and I are just leaving the house for the parade. That's when we hear the phone ring.

It's Veterans Day, but this customer tells me he's on the griddle... a lot of composition to be finished "the-daybefore-yesterday." He's got to have a thousand pounds of metal. And by eight the next morning.

Mary sighs, sheds her coat and starts watching the parade on TV. I get on the phone . . . finally track down our Blatchford warchouse foreman. At the American Legion Post. He says, "I'll have a truck pick up metal at the warchouse by sun-up."

He's bright and early, next AM, but he's missed the truckman . . . already on his way to make other deliveries. We start lugging pigs out to my car. Five hundred pounds of them.

By 8:05 we've got metal on the feeders . . . and the customer off the hot spot. By a little after nine, the

truck arrives with the balance and I leave for . . . but that's another story,

### You could write a book about Blatchford Service

Blatchford has more than a century in the metal business. Along the line, Blatchford men have met and solved practically every metal problem a printer can have.

Often our experience and good service proves as important as our good type metal to Blatchford customers. So do Blatchford resources . . . our well-equipped National Lead metal laboratories . . . our nation-wide network of sales and service offices.

So next time you need metal, next time you need service, do this! Call Blatchford.



6110 Atlantic Blvd., Maywood, Calif.

Blatchford ... for service



# Yes, ATF offers all these famous lines

Your ATF representative has, in his portfolio, the widest possible selection of equipment available from any single source. In addition to ATF's broad and diversified line of fine presses, he offers the pressroom, plate-making, composing room and bindery equipment of such famous names as

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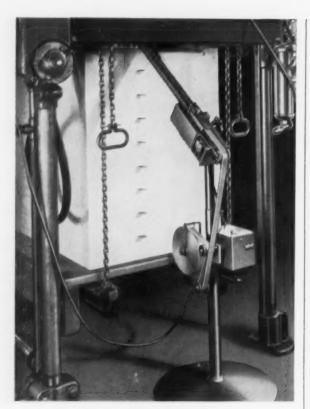
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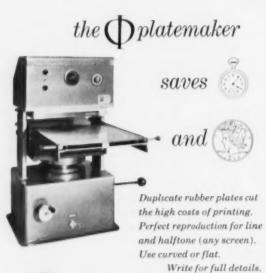
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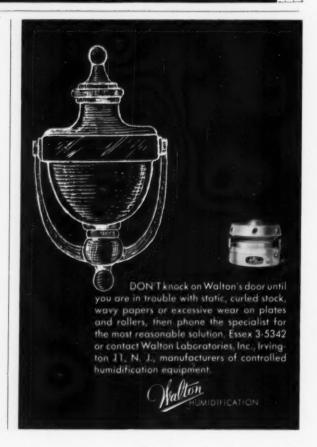
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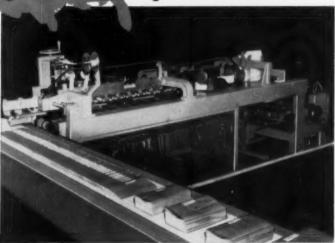
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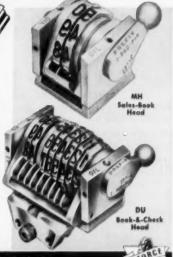
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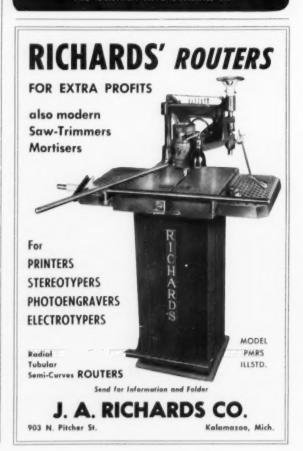
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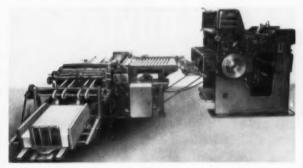
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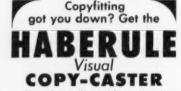
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# You Can Easily Stitch

An Average of up to 2500 Books

Per Hour with the



# **AUTO-STITCHER**

### Auto-Stitcher Features

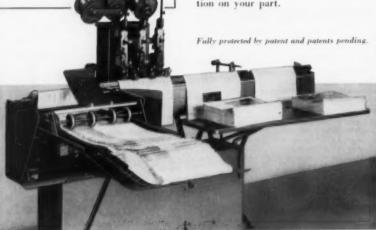
- Basic machine has two stitching heads and slide stacker delivery.
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- Low in price—less than half that of any gang stitcher.
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The experience of hundreds of owners of Rosback Auto-Stitchers proves you can get your stitching costs down to rock bottom.

These owners report an average daily production of stitched books at a rate up to 2500 an hour.

Furthermore, time and labor cost savings (as compared to hand-stitching) can reach as high as \$2.00 per thousand books. Many users tell us such cost savings have completely paid for their Auto-Stitchers in a very few months. A Rosback Auto-Stitcher can be your most profitable investment.

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The Auto-Stitcher shown here is equipped with a third stitcher head, continuous belt delivery and second feeding station.

### F. P. ROSBACK COMPANY . Benton Harbor, Mich.

WORLD'S LARGEST MANUFACTURERS OF PERFORATORS

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Every one of your customers can use this envelope.



It is the

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Its green "diamond" border has been approved by the United States Post office to signal First Class Mail on large, flat mail matter, and insure prompt handling and rapid delivery.

Available in 9" x 12", 9½" x 12½" and 10" x 13", mill-printed with the border and the words "First Class Mail" on front and back.

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- **3.** You can also print them with the names and addresses of customer's branch offices, salesmen.

Ask for copies of the U.S.E. Columbian First Class Mailer reprint, which will help you sell this new and vital improvement to your customers. Call your Envelope Supplier or write to Advertising Department —



### UNITED STATES ENVELOPE COMPANY



SPRINGFIELD 2, MASSACHUSETTS

15 Divisions from Coast to Coast

# THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

★ FOR A LONG TIME NOW we've been collecting mottoes. You know the kind: "If any fool can do it, you can do it." We've even considered becoming a member of the Let's Have Better Mottoes Association, of which Dan Greene, who offices in the John Hancock building in Boston, is secretary.

We are intrigued by some of the recent ones thought up by members of the association. The proud owner of a first edition mortgage sent in, "There's too much month left over at the end of the money." A couple of barflies (so we think) sent, "Work is the curse of the drinking classes." One member, who didn't care to admit his identity, wrote, "It's not the heat that gets the boss down; it's the stupidity."

"By the time most men have money to burn, the pilot light is out" must have come from one old duck who can now only look. "Two can live as cheaply as one if one is a horse and the other a sparrow" must have been sent in by a disillusioned bridegroom.

Here's one a printer got out and sent to us with his compliments: "I may look busy—but I'm only confused." Fits us perfectly.

★PRINTING MANAGEMENT needs an advisory relationship with sponsors of research and a source of information about current procedures and new developments applicable to printing production. So declares J. Homer Winkler, a graphic arts technical adviser at Battelle Memorial Institute in Columbus, Ohio, and a former president of the International Association of Printing House Craftsmen.

In a report prepared for the board of directors of the Printing Industry of America, Mr. Winkler pointed out specific conditions that bring about the need for reliable and current information on the technological changes taking place and their impact on markets and on profits.

Printing executives are fortunate that a few farsighted leaders have recognized this industry need or problem and accordingly have established and are supporting the Research and Engineering Council of the Graphic Arts Industry in its work.

Mr. Winkler's report stated that "The officers and committee members serving the Council are representative of the best informed, most advanced thinkers and doers in the printing industries. They recognize that *only* the Research and Engineering Council is providing the required information about the changing technology in the graphic arts."

In summarizing his remarks, Mr. Winkler stated that progressive printing management needs the Council and should participate in its activities through membership. "This is one positive way to become actively concerned

with and to encourage increased research and engineering studies on graphic arts problems."

★ MY TYPE IS A POEM DEPARTMENT: An advertising agency friend of Eddie Stuart, Pittsburgh's well-known typographer, recently sent him a poem that ought to delight every type lover. Fortune magazine's new logotype is set in Venus Extra Bold Extended. So it's not surprising Mr. Stuart's poetical friend sent him the following:

TO A GODDESS
(Extra Bold Extended)

Venus Extra Bold Extended
By the mighty gods defended
As is writ and oft portended
Down Olympus swift descended.
Passionate, with fury blended
Wild her cry the ozone rended:
"What is this uncouth pretended?
Wouldst turn history upended?
Make a mock of love unbended
For a logotype amended?"
Cave Fortune! You've offended
Venus Extra Bold Extended

We never did understand poetry and this one has us more confused than ever. But it's a good ad for Venus!

★ NO COLUMN WOULD BE COMPLETE in December without something about Christmas. McArdle Printing Company in Washington, one Christmas season, sent out a triple-fold greeting with a verse like this:

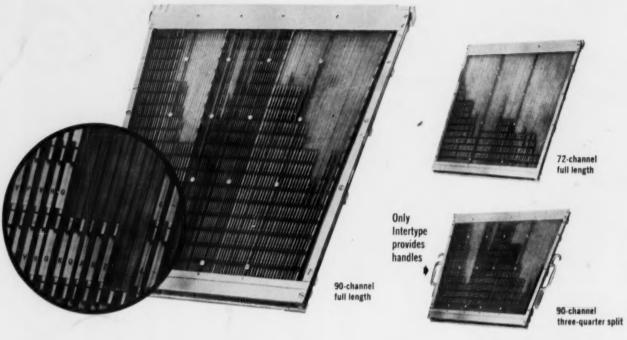
"It gives you a glow when Christmas rolls 'round And the mailman starts bringing you cards by the pound. But, brother, it's awful to find that a lot Of the fanciest cards are from folks you forgot! Well, don't worry—here's something to end any fear Of omitting good friends when you send cards NEXT year. It's my Card Checker-Upper, to list all the folk who Got YOUR cards this year—or sent THEIR cards to YOU. So next year you'll have a reminder all set That will help make your Christmas the merriest yet."

Inside the opened 8½x22 sheet was a ruled form providing space for 56 names and addresses. Topping the form was the name of McArdle's mythical Art Graphic.

★A PRINTER FRIEND of ours is a hypochondriac (he told us so himself!). So when he went on vacation a few weeks ago he sent his psychiatrist a card saying, "Am having a fine time. Why?"







# **CUT COSTS 6 WAYS** With Visilite Magazines

### Intertype's exclusive "picture window" design

REDUCES MATRIX INVENTORY TIME—"At-a-glance" check makes it easy to keep channels properly filled.

REDUCES "STUCK MAT" TIME-You can see and quickly remove flat or stuck matrices.

REDUCES MATRIX WEAR-Visilites have the lowest coefficient of friction of any magazine.

REDUCES MATRIX TRAVEL TIME—With lower friction, matrices run better and faster through and out of all channels . . . especially important in high speed typesetting.

REDUCES TIME AND EFFORT-Lightest magazine made-by far the easiest to change.

REDUCES CLEANING TIME - Dirt you can see is quicker to remove.

Visilite magazines are standard equipment on Intertype line casting and Fotosetter machines. Available in full length, three-quarter and half splits and stubs. Standardize on Visilites for your Intertype machines.

Look to Progressive Intertype

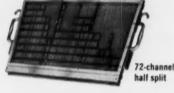
### INTERTYPE CORPORATION

360 Furman Street, Brooklyn 1, New York CHICAGO, SAN FRANCISCO, LOS ANGELES, NEW ORLEANS, BOSTON

In Canada: Toronto Type Foundry Co. Ltd., Toronto, Montreal, Winnipeg, Vancouver, Halifax

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